



HEADQUARTERS HEADLINES

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Association Headquarters

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AH Named One of the Top Three Best Places to Work in Philadelphia Region

As a leader in the association management profession, Association Headquarters has consistently proven its ability to provide high-quality executive management, exhibit and trade show management, meeting and convention planning, and a host of other valuable services to its client partners. Now, for the second time, AH has been named one of the Best Places to Work in the Philadelphia region by the *Philadelphia Business Journal*. This award



evaluates companies based on employee satisfaction, company benefits, and unique perks offered to employees.

AH was ranked third in the large company category (101 – 1,000 employees) among many prominent companies, including: Brown's Super Stores, Comcast Corp., and Main Line Health.

As described by the *Philadelphia Business Journal*, some of the notable perks and benefits at AH that contributed to its

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At AH, Teamwork = Success

It used to be that professional development was a luxury. Today, professional development is a necessity. If anybody has learned anything in this shifting economy and communication environment it is that it's a necessity to constantly retool yourself.



AH's Executive Director/Assistant Executive Director Luncheon

Senior leaders at organizations are looking for executive professionals who are problem solvers, who understand all the dynamics of the association and can put it all together.

Good organizations learn from other industries and other professions. Also, now more than ever, you need a network of people. Knowledge is power and network is key.

At AH, teamwork equals success. We pride ourselves on our team approach to management and we encourage all staff members to present ideas for increased awareness of the industry, additional revenue models for client partners, membership campaigns, and other programs.

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AH Named One of the Best Places to Work in Philadelphia Region

ranking as one of the Best Places to Work in Philadelphia include:


- Flex time schedules
- Early-out Fridays from Memorial Day to Labor Day
- Paid time off for community service as well as organ donation
- Health club membership reimbursement
- Continuing education

This award acknowledges AH's achievements in creating a positive work environment that attracts and retains employees through a combination of benefits, working conditions, and company culture.

"Of all of the awards and recognition we have received over the years, we value this as the highest, since it was awarded based upon our staff's feelings about the company," said Robert Waller, Jr., CAE, President and Chief Operating Officer. "What better way to reflect the value we place on our employees and culture than to be

Each month, members of the staff who serve in the capacity of executive director or assistant executive director get together for brainstorming sessions and thoughtful discussions on the issues affecting their respective associations. Likewise, the staff in the meetings and exhibits department meets on a monthly basis to exchange ideas, discuss venues, and gather insight.

Ultimately, the most important thing we can do is focus on the needs of our client partners and their members. One of our top challenges as an association management company in 2009 will be focusing all of our volunteer leaders on the task at hand. In this technology-driven era we have to stay relevant, we have to stay focused.


People have to have a large network—they have to be part of a community, and now is the time to build relationships. Every individual needs to take that same charge, build up their own personal relationships, invest in their own education and retool themselves. 

AH takes professional development seriously. To promote our staff's familiarity with industry best practices and to help ensure we deliver the highest level of service to our client partners AH supports employees in their pursuit of certifications such as the Certified Association Executive (CAE), Certified Meeting Professional (CMP), and Certified in Exhibition Management (CEM). AH has 15 Certified Association Executives and eight of our senior meeting/exhibit managers have a CMP or CEM designation.

recognized in this way. The true recipients of our culture and staff commitment are our client partners."

"Of all of the awards and recognition we have received over the years, we value this as the highest"

Robert Waller, Jr., CAE, President and Chief Operating Officer

This is the second time AH has been named one of the 50 best places to work in the region. AH received this honor in 2006, following the 2004 ranking among Philadelphia 100® fastest growing companies as determined by the University of Pennsylvania Wharton School and the *Philadelphia Business Journal*. 

NEW CLIENT PARTNERS

AH Welcomes Five New Client Partners

AH closed out 2008 by welcoming five prominent associations as new client partners. The Americas Division of the Foodservice Consultants Society International (FCSI – The Americas), the Halloween Industry Association (HIA), the New Jersey Association of Nurse Anesthetists (NJANA), the Dermatology Nurses Certification Board (DNCB), and the North American Power Sweeping Association (NAPSA) have partnered with AH, looking to take advantage of the experience and expertise it has to offer.



Since 1954, FCSI – The Americas has been the premier consulting organization

serving the foodservice and hospitality industry with consultant members who specialize in the areas of facility design, operations management, new concept development and technology. This fall, The Americas Division of FCSI achieved legal independence from FCSI Worldwide. This independence allows the Americas Division to have its own set of bylaws and allows the Division to operate independently within the FCSI Worldwide governance structure, thus allowing the board of trustees increased flexibility to better represent the interests of its membership.

“We are ecstatic about this exciting new opportunity that will enable the Americas division of FCSI to grow through this collaboration with AH,” FCSI – The Americas Chair John E. Cornyn said. “We see great synergies in this relationship that will allow our association to continue to thrive for years to come.”

HIA is a nonprofit trade organization incorporated for the purpose of building and promoting the celebration of Halloween and the business of its membership. Halloween is the second largest



commercial holiday in the United States. More than \$7 billion is spent yearly on candy, costumes, and activities in the United States alone. Through this new strategic partnership AH will help HIA achieve its goals of increasing visibility, expanding membership recruitment and development, and bringing more benefits to its members. In addition, AH will bring its extensive experience in the areas of executive and strategic management to support HIA's strategic initiatives and help to advance HIA's goal of establishing industry standards and a certification program.

“We are very excited about this new strategic partnership,” said Stephen Stanley, Chairman of HIA. “I feel confident that with AH's leadership and guidance we will take HIA to the next level.”



NJANA represents more than 600 Certified Registered Nurse Anesthetists (CRNAs) and student nurse anesthetists practicing in New Jersey. Celebrating its 70th anniversary in 2009, the NJANA promotes safe, cost-effective

anesthesia care for surgical, obstetrical, and trauma patients across the state. The association also provides educational and networking opportunities for its members, and protects nurse anesthetist scope of practice through extensive lobbying efforts at the state and national levels. The NJANA is affiliated with the American Association of Nurse Anesthetists, a professional association representing the nation's 39,000 nurse anesthetists.

“As we look forward to a historic year for the New Jersey Association of Nurse Anesthetists in 2009, we are excited to embark on this new partnership with Association Headquarters,” President of NJANA Russ Lynn, CRNA, MSN said. “AH has a sterling reputation in its field, and we are fortunate to have this opportunity to work with them.”

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LEADERS IN MOTION



Chris Brown, CEM, CMP, Senior Meetings, Exhibits and Trade Shows Manager was recently appointed to the Board of Directors of IAEE Services Inc. for a three-year term. IAEE Services, is a wholly owned subsidiary of the International Association of Exhibitions and Events™ (IAEE) that partners with industry suppliers and service providers to

offer high-quality, low-cost exhibition products and services to the industry. Since 1928, IAEE continues to provide quality and value to its members through leadership, service, education and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, exhibitors and exhibition suppliers. Organizers of more than 20,000 exhibitions and buyer-seller events around the world are members of IAEE. Through the 2006 consolidation with the Center for Exhibition Industry Research (CEIR), IAEE delivers valuable industry research reports.




Vice President Mike Dwyer, CAE, was recently elected to serve on the Board of Directors of First Candle, a national nonprofit health organization uniting parents, caregivers, and researchers nationwide with government, business, and community service groups to advance infant health and survival. With help from a national network of member and

partner organizations, First Candle works to increase public participation and support in the fight against infant mortality.

Dwyer serves as Executive Director for the Juvenile Products Manufacturers Association and NARSA-The International Heat Transfer Association. He is responsible for the overall operations of the associations and works closely with the board of directors, volunteer leaders, and staff members to ensure that the associations are operating effectively and efficiently.

In addition to his duties as Executive Director, Dwyer also directs the AH Business Development and Outreach department as well as the internal and external marketing efforts for the company.

Most recently, Dwyer was also appointed to the Board of Trustees of the Shamong Foundation for Educational Excellence, whose mission is dedicated to enhancing excellence in education through the development and distribution of private resources for the benefit and enrichment of the Shamong School District in N.J. 



ALSO ON THE MOVE:

***Brian Riggs, Manager, Business Development and Outreach,** was recently asked to serve on the Board of Trustees for a new museum getting under way in Philadelphia called the Penn Treaty Museum.*

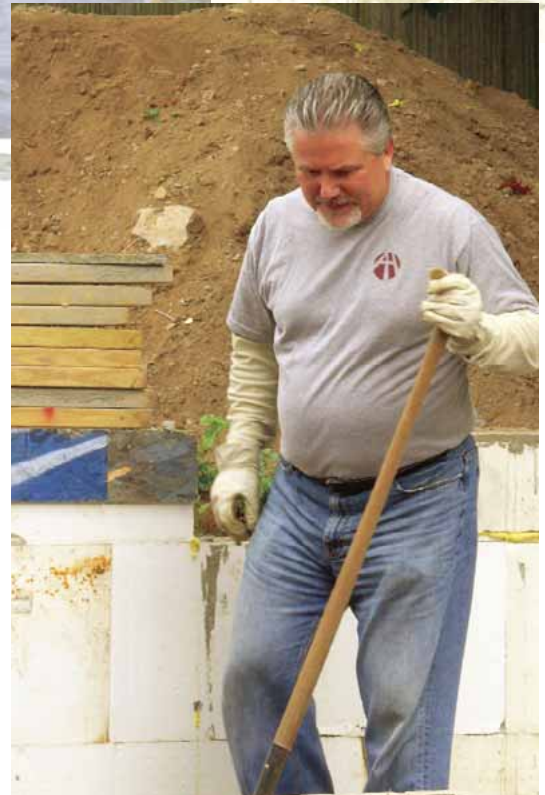
*AH Founder and Chief Executive Officer, **Bill MacMillan, CAE, MBA,** was elected chair of the ASAE Key Association Management Company Committee. The Key Committee facilitates the exchange of information among executives of key association management companies and provides ASAE & The Center with a sounding board on strategic issues regarding association management companies. Membership is composed of owners of key association management companies.*

*Senior Account Executive, **Sam Albrecht, MBA, CAE,** was appointed to the Association Management Company Section Council of ASAE & The Center for Association Leadership. The section provides a variety of resources for principals and staff of association management companies.*

*Senior Account Executive, **Victoria Elliott, RPh, MBA, CAE,** will soon become President of the Delaware Valley Society of Association Executives. Currently serving as Vice President, she will assume the Presidency officially on June 1, 2009. The appointment will be announced during the annual business meeting being held during the Annual Leadership Day event on May 5, 2009. The term expires May 31, 2010.*

AH Lends a Hand

For the second time in 2008, AH staff members joined Habitat for Humanity Burlington County to build local homes in N.J. On Oct. 8, a group of 30 volunteers worked together to help fulfill deserving families' dreams of home ownership. The build-part of AH's ongoing commitment and dedication to making the local community a better place to live through leadership, volunteering, and philanthropic donations—took place in the city of Beverly.



“AH is committed to corporate social responsibility and good citizenship in the communities where we do business. We encourage our employees to get involved and make a difference.”

Robert Waller, Jr., CAE, President and Chief Operating Officer

AH Expanding Office Space

Following an office expansion in the spring of 2007 AH is again expanding its office space to accommodate the growing needs of the company. The new addition, which consists of 6,500 square feet, will bring AH's total office space to 31,000 square feet. Construction began in December and occupancy is scheduled for later this month.

When presented with the option to occupy the empty suite and expand the office last year, it was decided to do

so after careful thought and consideration, in the best interest of AH, the employees, and its client partners. The continued growth of our current client partners, as well as the addition of new ones, presented the need for additional space.



AH Goes Green

Establishes Corporate Social Responsibility Committee

In today's society, the green initiative is gaining momentum. "Going green" has become a common phrase for many, and protecting the environment is a higher priority than ever before. AH as a company has made great strides into making our business practices more environmentally friendly. AH currently has two standing staff committees to help us achieve our goals of being more conscious of our carbon footprint—the Green and CSR Committees.

AH defines Corporate Social Responsibility (CSR) as the continuing commitment to contribute positively to the communities that support us. This extends to our workforce, their families, the local community, and society at large. We accomplish this by adhering to our core values to always act ethically, with integrity, and with unlimited resolve in everything we do.

With this definition in hand, the CSR Committee will work to create a company credo followed by determining areas in which to focus AH's volunteer efforts and community outreach.


The Green Committee is charged with looking into environmentally friendly products and making

recommendations for more conscious decisions when it comes to conservation.



Some of our measurable achievements thus far include the introduction of "Online Services" that give client partner members access to their organization's information in a secure Web environment; production of print publications and stationery on recycled paper; and increased usage of electronic communications (e.g., e-blasts, newsletters, etc.) in place of printed pieces.

Internally, AH endeavors to conserve energy consumption by ensuring office equipment and lights are turned off at the end of each business day. Office lights are energy-efficient compact fluorescents that deliver outstanding efficiency (up to 75 percent energy savings for Energy Star qualified lights). Throughout our office, we have recycle bins to promote the "reduce, reuse, recycle" approach to environmental sustainability.

Looking ahead, we will continue to improve and measure our environmental performance, explore new opportunities to deal with environmental issues, and communicate our approach towards further environmental sustainability. 

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AH Welcomes Five New Client Partners

DNCB The Dermatology Nursing Certification Board promotes the highest standards of dermatology nursing practice and establishes credentialing mechanisms for validating proficiency in dermatology nursing. DNCB is a member of the American Board of Nursing Specialties.


"We're thrilled to announce our recent partnership with Association Headquarters. AH is known for excellence and we are excited about the opportunity to partner with them," said Melissa A. O'Neill, MS, APRN, DNC, President of DNCB. "We see great things happening in our future and believe our collaboration with AH will help us see continued growth and new possibilities."



NAPSA is a nonprofit organization committed to promoting, educating and improving the street and

parking lot sweeping industry. NAPSA's membership is comprised of contract sweepers, sweeping equipment dealers, service providers, municipalities, sweeping equipment manufacturers, and sweeping industry suppliers.

"NAPSA is very excited about our decision to partner with Association Headquarters to manage our group," said Dale McCaskill, President of NAPSA. "Our organizational and business needs have grown along with our membership. AH has a proven track record helping grow organizations, while at the same time saving money and time through the use of their professional staff. Add to that membership growth, help providing additional services, and benefits for our members and you have all the ingredients for success."

William L. MacMillan, CAE, founder and CEO of AH, said it is an honor to be chosen to work with these five organizations. "We welcome FCSI – The Americas, HIA, NJANA, DNCB, and NAPSA and look forward to contributing to their continued growth and success." 

Three AH Executives Earn Prestigious CAE Designation

Staff members Sarah Gazi, MaryBeth Kurland, and Heather Petet achieved the prestigious Certified Association Executive designation.

Gazi, a resident of Haddon Heights, N.J., is Executive Director of the American Mosquito Control Association and the North American Power Sweeping Association. Hamilton, N.J. resident MaryBeth Kurland is Executive Director of the Association of Medical Media and the Office Business Center Association International. Petet, a resident of Glendora, N.J., is the Executive Director of the American Association of Heart Failure Nurses.

The Certified Association Executive (CAE) program, presented by the American Society of Association Executives, is designed to elevate professional standards, enhance individual performance, and designate association professionals who demonstrate the knowledge essential to the practice of association management. Founded in 1960, the CAE program stands as a mark of excellence and has evolved to reflect what it takes to manage an association in today's challenging climate.

“The CAE is the highest professional credential in the association industry.”

Robert Waller, Jr., CAE, President and Chief Operating Officer

In order to achieve CAE designation, applicants must have a minimum of three years experience in nonprofit organization management, complete a minimum of 75 hours of specialized professional development, pass a stringent examination in association management, and pledge to uphold a code of ethics. CAEs must actively advance, support, and promote association membership and the association profession as a whole.


“The CAE is the highest professional credential in the association industry,” said AH President and Chief Operating Officer Robert Waller, Jr., CAE. “In obtaining their CAEs, they have shown their commitment to the profession, as well as their ability to apply their knowledge

and experience. We are very excited and proud to add Sarah, MaryBeth, and Heather to the number of Certified Association Executives AH currently has on staff, which now stands at 15.”



AH's Executives: Heather Petet, MaryBeth Kurland, and Sarah Gazi achieved the prestigious Certified Association Executive designation.

The recipient of more than 60 association management awards, the company uses a continuous staff development process to offer full-service and project-based management to its client partners with a staff of more than 130 professionals. Nearly all eligible candidates have received the CAE designation at AH.

The American Society of Association Executives (ASAE) is an individual membership organization of more than 22,000 association executives and industry partners representing nearly 11,000 organizations. Its members manage leading trade associations, individual membership societies, and voluntary organizations across the United States and in 50 countries around the globe, as well as provide products and services to the association community. 

RBC Wealth Management Visits AH

By Erik Caplan



Most anyone who hasn't been living under a rock for the past year is probably aware of the rather unpleasant state of the economy. Not only are these financial hardships a burden for just about every type of consumer-based business, they also affect the workings of many non-profit associations and groups. When navigating such enterprises through the dangerous currents of the present economy, it's certainly helpful to have the benefit of a seasoned guide like RBC Wealth Management.

private client research group, visited AH to provide a detailed view of the current recession, offer an equity strategy and make predictions about the future of this economic slump.


When navigating through the dangerous currents of the present economy, it's certainly helpful to have the benefit of a seasoned guide like RBC Wealth Management.



Daniel Vidovich and Janet Engels, two directors from RBC, provide a detailed view of the current recession.

Founded in 1909, RBC Wealth Management employs 1,670 financial consultants and manages 680,800 accounts with assets with a value greater than \$112 billion. The company also presently works with AH to provide financial advice and guidance to Association Headquarters' client partners. On Dec. 5, 2008, Daniel Vidovich and Janet Engels, two directors from RBC's

According to Vidovich and Engels, the Sept. 15, 2008, bankruptcy of Lehman Brothers was the trigger event for the recent downward slide in the economy. Based on models created by examining previous recessions, Vidovich and Engels predict this recession will not show noticeable signs of righting itself until the second quarter of 2009. They also say the economy will seem worse before it starts to improve, but, on the plus side, the result of big business' presently curtailed spending should yield a sizeable amount of cash waiting to be used as fuel for the next equity market rally.

RBC currently provides services to nine of AH's client partners. 

AH Executives Embrace Learning Opportunities at NJSAE/DVSAE Conference

Three years ago the New Jersey Society of Association Executives (NJSAE) and the Delaware Valley Society of Association Executives (DVSAE) formed a regional conference partnership of association executives who manage trade, professional, educational, technical, and business associations and societies with the goal of advancing the profession of association management.

In December members of the AH staff attended the 2008 NJSAE/DVSAE Conference, which included, “movers and shakers” from the New Jersey and Delaware Valley association community. Attendees at the conference and trade show were decision makers within their organizations, including CEOs, executive directors, presidents, financial managers, meeting planners, membership directors, information specialists, association management companies’ executives, and service providers to the association market.

AH staff attended the 2008 NJSAE/DVSAE Conference, which included, “movers and shakers” from the New Jersey and Delaware Valley association community


Not only did the AH staff exhibit at the trade show, but some also served as speakers. Executive Director Dan Lemyre, CAE, and Web Manager David Comdico co-presented a lecture titled “Web 2.0: No Time-Outs.” The session objectives were to learn how Web 2.0, the second

generation of Web-based communities and hosted services (social-networking sites, wikis, and blogs), can affect association management and what benefits it can provide.



From left to right: Sam Albrecht, Kimberly Garland, Elizabeth Cies, Brian Riggs, Victoria Elliott, Mike Dwyer, Melissa Baldwin, Bob Waller, Mary Beth Kurland, Tom Bremble, Sarah Gazi, Bill MacMillan, and Stella Sytnik.

In addition, AH President and COO Bob Waller, Jr., CAE, served as facilitator for a CEO Roundtable session in which association executives were able to exchange information, ideas, and insights, as well as gain the collective wisdom of colleagues to maximize their association’s growth and success.

AH management understands just how valuable continuing educational opportunities such as the NJSAE/DVSAE Conference are. That’s why Bob Waller and Bill MacMillan encourage the staff to participate in these learning opportunities and bring back fresh ideas that will benefit the company as well as its client partners. 

CLIENT PARTNER NEWS

AST TO HOST SHARE THE BEAT



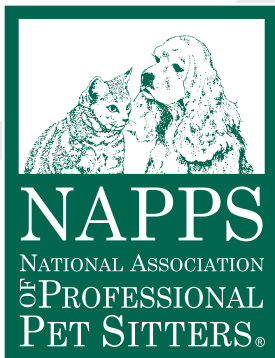
On May 30, Boston Symphony Hall Will "Pop" with Joy and Inspiration.

On Saturday, May 30, 2009, The American Society of Transplantation (AST), along with James Redford and his father, Robert Redford, will host the sixth Share the Beat fundraising event celebrating the hope in transplantation through music, inspiration, and awareness. Multiple Academy Award and Grammy winning composer John Williams will conduct the Boston Pops at historic Symphony Hall. Previous events have been held in Atlanta, Omaha, Provo, Sundance, and Los Angeles. Proceeds from the 2009 Share the Beat will benefit the AST endowment, created to support in perpetuity the AST research grant portfolio, the training of transplant fellows and consensus conferences, and the Redford AnimAction Project, an educational outreach program for youth.

This star-studded event will benefit organ donation awareness and transplantation research through music and personal stories. Share the Beat is fortunate to have a committed group of supporters that includes: James Denton, Katherine Heigl, Tim McGraw, and others.

For more information, visit the AST Web site, www.a-s-t.org/sharethebeat.

NAPPS LAUNCHES NEW CERTIFICATION PROGRAM



The National Association of Professional Pet Sitters (NAPPS), the nation's leading nonprofit professional pet sitting organization, announced the launch of its new Online Certification Program in January. Pet sitters from around the country will be able to take part in this educational course aimed at measuring the skills and abilities professional pet sitters require.

The NAPPS Online Certification Program provides pet sitters with a broad-ranged and in-depth program in pet sitting. Certification acknowledges the pet sitter is a serious professional who has obtained a high level of expertise through personal study. Once the course of study has been completed and a passing score on the examination has been achieved, pet sitters and pet owners can be assured of a meaningful credential.

Although the organization previously offered certification to members and nonmembers, this new program has been developed to further enhance the course of study. Applicants can now take part in a state-of-the-art curriculum, which includes pet care, health, nutrition and behavior, as well as business development and management, and a complete pet first aid course.

Visit www.petsitters.org to learn more about the certification program and to find a professional pet sitter in your area.

PDMA VENTURES INTO SECOND LIFE



The green movement has shifted from marketing hype to the reality of delivering cost-effective products that meet regulatory compliance and customer demand. This shift has created a host of engineering challenges for companies around the world—from the high cost of designing new technologies and material replacements to varying regulations in different countries and difficulty in measuring return on green innovation.

To address these challenges, the Product Development and Management Association (PDMA) joined forces with Invention Machine to host a virtual panel discussion in Second Life. In this session, innovation experts were able to share best practices on creating eco-friendly designs by leveraging existing technology as well as building infrastructures that make innovation repeatable and sustainable.

The one-hour discussion held on Dec. 4 took place on PDMA Island, a virtual meeting place in Second Life (www.secondlife.com). PDMA recently created the island to facilitate product development conversations among innovation practitioners.

JPMA TAKES THE LEAD IN EDUCATING MANUFACTURERS ON NEW CONSUMER PRODUCT SAFETY LAW



On Aug. 14, 2008, Congress enacted the Consumer Product Safety Improvement Act of 2008 (CPSIA), which mandates a comprehensive overhaul of consumer product safety laws. While the full impact of the CPSIA continues to evolve, the effects of the law will be felt by manufacturers, importers, retailers, consumers, lenders, and all facets of the consumer products industry, particularly the juvenile products industry.

CPSIA requires manufacturers, retailers, and importers to subject toys and other nursery products to performance testing and to certify that they have passed strict mandatory U.S. safety standards before they hit store shelves. The law is effective upon enactment, but prospective according to various dates when provisions go into effect. The law also contains strong preemption language establishing uniform national standards for lead and phthalates (a chemical that softens plastics) in products.

The Juvenile Products Manufacturers Association (JPMA) wants to ensure that its members comply with the requirements of CPSIA. As such, it created JPMA's Guide to CPSIA, a comprehensive source of information regarding the new legislation. The Guide is designed to educate members on the implications of this new legislation and offer solutions to the legislation's requirements.

The information contained in JPMA's Guide to CPSIA is based on JPMA's understanding of the requirements and will be updated as more information and clarification are received. In addition, JPMA will conduct educational briefings in the form of webinars, teleconferences, and/or face-to-face briefings on topics relating to CPSIA, as appropriate.

JPMA STAFF VISITS FORT DIX ON BEHALF OF K.I.D.S.



On July 24, 2008, members of the staff who work with the Juvenile Products Manufacturers Association (JPMA) visited the Army Community Service Division at Fort Dix on behalf of Kids in Distressed Situations (K.I.D.S.). K.I.D.S. is a national charity that distributes donated juvenile products, clothes, toys, shoes, books, and other children's products to nonprofit agencies. These agencies serve children living in poverty stricken communities, homeless shelters, and hospitals within the United States and abroad. The staff at K.I.D.S. asked us to make the visit to Fort Dix in order to evaluate their community program.

The Army Community Division provides a variety of programs and social services to military families who are relocating. Their services include family advocacy, relocation readiness, citizenship and immigration services, employment readiness, financial readiness, and soldier and family assistance.

Last April K.I.D.S. was able to distribute toys to children of military families stationed at Fort Dix in celebration of the Month of the Military Child. Volunteer soldiers and staff sorted the toys by gender and age and the toys were then distributed to about 500 children in grades pre-school through fifth during an ice cream social event at the elementary school on the Army base.



JPMA Executive Director Mike Dwyer, CAE, (second from the left), is joined by AH President and COO, Bob Waller, Jr., CAE; AH Founder and CEO, Bill MacMillan, CAE; and members of the staff at the Army Community Division. Both Waller and MacMillan have served on the Board of Directors of K.I.D.S.

EMPLOYEE OF THE QUARTER / PROMOTIONS / NEW EMPLOYEES

Deji Adebola Named Employee of the Quarter



IT Director **John (Deji) Adebola** was named employee of the last quarter 2008 for his leadership and dedication in restoring IT operations when the AH server failed back in September.

According to Heather Petet's nomination, "Deji went above and beyond his duties. He displayed leadership, calm, and communication to AH staff during this difficult time." Deji, who spent days, nights, and even weekends at AH in order to recover AH systems and files, took the time to answer numerous inquiries from the staff while maintaining a positive attitude. "His remarkable work ethic and professionalism personify what I consider to be ideal," said Dan Lemyre, CAE on his nomination form.

STAFF PROMOTIONS/ WELCOME ABOARD!

Congratulations to the following members of the AH staff who have been recently promoted:

Cecilia Blair *Director of Operations*

David Comdico *Web Manager*

Clare MacNab *Co-Director, Meetings and Exhibits Department*

Debi Maines *Senior Meeting Manager*

Rebecca Riedesel *Director of Membership Services*

AH welcomes the following new employees:

Kristy Baier *Administrative Assistant/Membership Coordinator*

Megan D'Ariano *Administrative Assistant/Membership Coordinator*

Diana Heaton *Accounting Clerk*

Dennis Johnson *Assistant Executive Director*

Laure McClellan *Production Manager*

Sue Peltz *Administrative Assistant/Membership Coordinator*

Jill Qualls *Assistant Meeting Manager*

Kaitlin Reinbold *Assistant Meeting Manager*

Andrea Stagliano *Assistant Meeting Manager*

Stella Stynik *Executive Director*

Meeting Managers On the Go

AH's own Kristin Brammell, meetings manager, joined more than 3,000 plungers for a (cold!) dip in the Atlantic Ocean during the 16th Annual Polar Plunge to benefit Special Olympics New Jersey (SONJ). The event took place on Saturday, Feb. 28 in Seaside Heights, N.J.



Kristin Brammell

This is Kristin's seventh plunge and she assures us it won't be her last. The Plunge is sponsored by the N.J. Law Enforcement Torch Run to raise money for SONJ. Last year's Plunge raised more than \$700,000 for the organization, which provides year-round sports training and Olympic-type competition in 23 sports for more than 17,000 children and adults with intellectual disabilities, all completely free of charge. One hundred percent of the money raised goes to SONJ.

To learn more about SONJ and the Annual Polar Plunge, visit www.sonj.org.



Anthony Celenza, CMP


Anthony Celenza, CMP, senior meetings manager, recently participated in the annual Philadelphia Mummers New Year's Day Parade in Philadelphia. A member of the Joseph A. Ferko String Band for more than 35 years, Celenza was recently elected to the position of Captain. As Captain, Anthony led the band to a fourth prize finish among a field of 18 bands. Anthony

is a member of Ferko's Hall of Fame and in 2006 was elected by his peers to the Philadelphia Mummers Hall of Fame.

Chris Brown, CEM, CMP, senior meetings, trade shows, and exhibits manager, recently returned from a trip to Changsha, Hunan Province, People's Republic of China, where he gave a lecture for Certified Exposition Managers (CEM). The purpose of the trip was to educate trade and event managers on the topic of project management—both



Chris Brown, CEM, CMP and students

the theory and practical application. About his experience Chris said, "Looking back, one of the most memorable moments of the trip (besides eating a frog!) came when I heard several of my students say, 'Mr. Brown, I think this information will not only help me be a better exhibition manager but help me at home as well.' When you can provide information that can be used in real-life situations, the knowledge gained is more sustainable over time and its impact more powerful." 

CLIENT PARTNER SPOTLIGHT CENTER STAGE

AAHFN Educates Us About Heart Failure

February is usually associated with Valentine's Day and a plethora of hearts and a sea of red abound. What people may not know is February is also American Heart Month. Under the auspices of National Heart Failure Awareness Week observed Feb. 8-14, the American Association of Heart Failure Nurses (AAHFN) is encouraging everyone to learn the signs and symptoms of heart failure and offers tips on maintaining a healthy heart.

Heart failure is a progressive condition in which the heart muscle weakens or stiffens and gradually loses its ability to pump enough blood to supply the body's needs. Because of this, you may feel tired or weak. This problem can also cause fluid buildup in your organs and tissues, leading to swelling in your legs and feet, or congestion in your lungs, leading to increased breathing difficulties. Heart failure is frighteningly common, but under recognized. It affects more than five million people in the U.S., and it's the most common cause of hospitalization in people older than 65 years of age.


Symptoms of heart failure include:

- Shortness of breath or fatigue when doing daily activities
- Weakness in legs with activity and exercise
- A persistent cough
- Swelling in the feet, ankles, legs, or fingers
- A fluttering or racing heart, light-headedness, or chest pain

Although there is no cure for heart failure, it can be treated and managed.

The following practices can help you stay healthy and out of the hospital:

- Take your medications
- Eat a low-salt, heart-healthy diet
- Exercise regularly
- Quit smoking
- Limit or avoid alcohol
- Weigh yourself daily
- Keep track of your weight and symptoms
- Manage stress

Take a moment to learn more about heart failure and know your risk. Visit www.aahfn.org/patients_resources to download a heart failure handbook and symptom tracker. 



Redefining RED


AH is proud to support AAHFN's heart failure awareness program.

AH Redefines RED

In 2008, as AH celebrated 30 years of success and dedication to the association management industry, the company introduced a new Web site and a new look as part of its rebranding initiative. AH recognized the need for redeveloping the company's Web site, www.associationheadquarters.com, and took the necessary steps to stay relevant in an ever-changing industry. Along with the new Web site came a new company logo with vibrant red and symmetrical design.



Red—often associated with energy, vitality, and leadership—became the foundation for our new branding campaign. The “Redefining Red” campaign is a year-long initiative to bring attention to the services we offer. Whether we're providing full-service support or project-specific services, AH continues to redefine association management.

The decision to re-examine our brand was part of a strategic plan put in place several months before work began, and ultimately driven by an understanding that it's important to keep pace in an ever-changing environment. AH understands the significance of adjusting to a new era and the value of implementing new technologies to keep pace with an ever-changing world. Following this principle, we stand committed to the longevity of our client partners as together we adjust and adapt to change. 

AH is redefining red with a new logo, a new Web site, and a new approach to helping associations pursue their vision. Would you like to redefine something about your organization? If so, give us a call at 1-877-777-6753 and see how AH can help.

AH Unveils New Service – Sponsorship Sales

In an effort to continue to assist nonprofit associations and professional societies with their financial objectives, AH has announced the creation of a Sponsorship Sales Department. Sponsorship sales have never been more important to the bottom line as exhibition organizers and executive directors look for new ways to boost revenue streams.

Heading the new department is Sabina Gargiulo, whose extensive experience in conference marketing and program development has resulted in increased corporate sales for numerous organizations. Gargiulo has more than 10 years of experience in the areas of marketing, advertising, public relations, conference planning, and sponsorship sales. She is a graduate of Johnson & Wales University with a degree in Hospitality Marketing.

Aiding Gargiulo is Dennis Johnson, an accomplished, results-driven senior sales marketing and development professional with a consistent record of developing new

revenue streams via sponsorship, medical education, and educational grant obtainment. Johnson has more than 20 years of sales and marketing experience in both the public and private sector. He is a graduate of the University of Detroit with a degree in Marketing Management.

“Sponsorships are important because they bridge for- and non-profit communities,” said Brian Riggs, AH Business Development and Outreach Manager. “We're very excited to offer this new opportunity to our current and prospective client partners.”

Client partners can choose to engage the services of the Sponsorship Sales Department throughout the year or on a single-project basis.

To learn more about Association Headquarters and our new Sponsorship Sales Department, call toll-free 1-877-777-6753 or visit www.associationheadquarters.com and see how we're redefining association management. 

Our Client Partners

- American Association for Aerosol Research (AAAR)
- American Association of Heart Failure Nurses (AAHFN)
- American Mosquito Control Association (AMCA)
- American Society for Histocompatibility and Immunogenetics (ASHI)
- American Society of Transplantation (AST)
- Association of Medical Media (AMM)
- Church Benefits Association (CBA)
- Commission for Case Manager Certification (CCMC)
- Dermatology Nurses' Association (DNA)
- Dermatology Nursing Certification Board (DNCB)
- Foodservice Consultants Society International – The Americas (FCSI)
- Halloween Industry Association (HIA)
- International Liver Transplantation Society (ILTS)
- International Pediatric Transplant Association (IPTA)
- Juvenile Products Manufacturers Association Inc. (JPMA)
- League of Professional System Administrators (LOPSA)
- Medical Dosimetrist Certification Board (MDCB)
- NARSA – The International Heat Transfer Association
- National Association of Professional Organizers (NAPO)
- National Association of Professional Pet Sitters (NAPPS)
- New Jersey Association of Nurse Anesthetists (NJANA)
- North American Power Sweeping Association (NAPSA)
- Office Business Center Association International (OBCAI)
- OsteoArthritis Research Society International (OARSI)
- Product Development and Management Association (PDMA)
- Society For Biomaterials (SFB)
- Society for Foodservice Management (SFM)
- Wound, Ostomy and Continence Nurses Society (WOCN)

Association Headquarters, Inc. (AH), is a leader in the field of voluntary organization management. For more than 30 years, the company has provided executive management, strategic planning, trade show management, meeting and convention planning, public relations, marketing, government relations, continuing education management, creative services, membership development, publication management, Web services, and administrative support for professional societies and trade associations. AH holds a dual charter accreditation with the AMC Institute to ANSI standard and the American Society of Association Executives. For more information, please call 856-439-0500 or visit the Web site at www.associationheadquarters.com and see how AH is redefining association management.

HEADQUARTERS HEADLINES

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*Executive Editor: Yarissa Reyes
Contributing Editor: Erik Caplan
Graphic Designer: Mark Denato*

