



HEADQUARTERS HEADLINES

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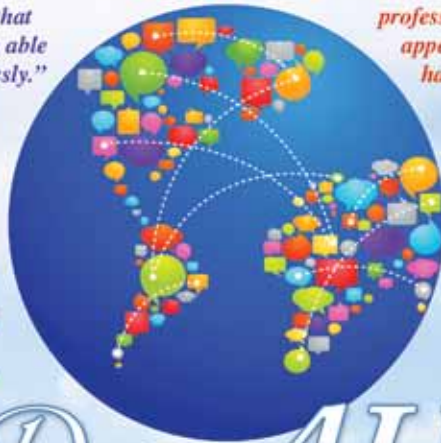
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Pulled from the Headlines

"The leadership at AAHFN feels so secure and empowered knowing that you are all behind us, that we are able to keep up the momentum flawlessly."

Marie Galvao RN, MSN, ANP-BC
AAHFN President-Elect

"The staff at AH clearly goes above and beyond in their efforts to support JPMA. They work diligently for our association as if it were their own company, always making sure that our needs were top of mind."

Tony DeSimone, JPMA Past Chairman



"The WOCN staff was the epitome of professionalism. Conference arrangements appeared effortless, and our exhibits and hall were magnificent. I just had to tell AH how proud I am of your team."

Margaret Goldberg,
WOCN Past President

"The AH staff strive for perfection and their dedication to SFM and to making our conference so successful was a true testament to their work ethic."

Ann McNelly
SFM Immediate Past-President

Dear AH

AH Selects ACGI as New Association Management Software Platform

AH has selected Association Anywhere (developed by ACGI Software) as its new web-based association management software (AMS). After an AH steering committee conducted an extensive selection process – which included engaging a consultant, a comprehensive needs analysis, RFP distribution and vendor demonstrations – ACGI surfaced as the partner best positioned to meet the company's future technology needs.



"This is truly an exciting time for AH and our client partners," said Association Headquarters President and COO Bob Waller, CAE. "Enhancing our technology resources to better serve our client partners is a top priority at AH, and we're pleased to have established this firm, technical foundation on which to build AH's future and the future of our client partners."

With ACGI's organizational perspective complementing AH's business strategy,

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AH & SOCIAL RESPONSIBILITY

Associations Embracing Corporate Social Responsibility



Let the Games Begin!

Members of the Product Development and Management Association (PDMA) are innovation consultants and professionals from some of the world's largest companies, and are no stranger to the process of grappling with problems to arrive

at creative solutions. While many conferences deal strictly with topics relating to the profession, PDMA decided to include a social responsibility component and a unique interactive exhibit in its 34th Annual Global Conference on Product Innovation Management, October 16-20, 2010, in Rosen Shingle Creek, Fla.

Partnering with Grameen America, an organization that provides affordable microloans to financially empower low-income entrepreneurs, PDMA facilitated a creative opportunity for attendees to come together as innovation professionals and provide unique solutions to the global poverty crisis. Throughout the conference, attendees participated in games and brainstorming activities designed to promote an environment in which ideas can be shared openly to provide solutions for poverty. The concept also encouraged attendees to visit exhibitor booths and participate in the exhibitor games. Following this exercise, the intellectual property and data generated by the exercise was presented to Grameen America.

PDMA helped imagination become reality at this year's Technology Showcase, an innovative interactive exhibit at the conference. Imagine the ability to control a device with the mere swipe of your finger through a holographic image, staging a designer fashion show within a virtual world, or the freedom to read – face-to-face – a bedtime story to your child while on the other side of the globe. This showcase was designed to be an exciting, interactive celebration of innovative product technologies. Throughout the conference, attendees were given the opportunity to interact with, experience and learn from the participating technologies.

Additionally, PDMA brought a unique UNCONFERENCE experience to attendees with interactive, participant-driven learning. The unconference experience gave attendees an opportunity to drive the conference content – rather than a formalized program structure throughout the event.

Lending a Hand in Post-Earthquake Haiti



Sean Patrick Clancy, OTR, CHT, an occupational therapist and member of the American Society of Hand Therapists (ASHT), traveled to Haiti

in February with an eight-member team sponsored by the University of Chicago Medical Center to staff a field rehabilitation hospital. He volunteered for two weeks, using his expertise as a Certified Hand Therapist to build an upper extremity caseload among the 250-plus patients in the camp.

Clancy wrote an account of his experience that appeared in the association's spring 2010 newsletter, *ASHT Times*: "The days were filled with endless gait training, hand therapy, wound care and calls to triage the newest ambulance, helicopter or bus...the Haitian people were resilient and receptive to a culturally different perspective regarding therapeutic intervention. It was a great honor to serve [them] through my time there. I will not forget them."

Fundraiser Strives to Spare Breast Cancer Patients



Members of the Association of Medical Media (AMM) polished their bowling balls and dusted off their bowling shoes for an evening of fundraising for breast cancer research.

Medical media professionals and breast cancer advocates gathered to bowl the night away on October 7, 2010, at Leisure Time Bowl in New York City. Strike, split or spare, all proceeds from this exciting fundraising event benefited BreastCancer.org, a nonprofit organization whose mission is "to help women and their loved ones make sense of the complex medical and personal information about breast cancer, so they can make the best decisions for their lives."

"We're thrilled to host Bowling for Breast Cancer," said Tino DeCarlo, AMM President. "Given our members' roles within the publication of medical journals, including breast cancer research, we look forward to supporting this worthy cause through our event."

Now in its 35th year, AMM is dedicated to educating and promoting the value of the medical publishing and communications industry.

JPMA Members Donate \$150,000 of Baby Gear to Communities in Need

“Make Every Night a Good, Safe Night”



Members of the Juvenile Products Manufacturers Association (JPMA) came together to donate safe sleep products valued at \$150,000 to communities of those in need during a five-city education and sleep product donation tour in September, which is Baby Safety Month.



The five-city tour included Chicago, Milwaukee, New York, Washington, D.C. and Philadelphia. In each city, JPMA worked with Kids In Distressed Situations (K.I.D.S.) to facilitate donations of cribs, other safe sleep environments, clothing and education materials. The items

were donated by JPMA members Delta, Dorel Juvenile Group, HALO Innovations Inc., Lajobi, Million Dollar Baby, Summer Infant and Westwood Design.

“JPMA wants to encourage families nationwide to embrace a safe sleep lifestyle,” said Mike Dwyer, CAE and Executive Director of JPMA. “This is a social change, and the industry is embracing its position as a leader to bring together government officials, manufacturers and healthcare professionals to acknowledge the need and make baby steps in creating awareness of a serious issue.”

The multifaceted campaign aimed at safe sleep education kicked off with the launch of a Safe Sleep website, www.cribsafety.org. Through this portal, parents and caregivers can easily access a range of information for creating a safe sleep environment, as well as a series of informative videos demonstrating safe sleep practices. The Safe Sleep website also offers a repository of

“JPMA wants to encourage families nationwide to embrace a safe sleep lifestyle”

*– Mike Dwyer,
CAE and Executive Director of JPMA*

information that links consumers directly to the parts, hardware and assembly instruction sections on several crib manufacturers’ websites, all accessible from one convenient location. Throughout the Safe Sleep campaign, JPMA communicated with the public through social media outlets, including a parenting blog on a portion of the JPMA website dedicated to parents and caregivers called “The ParentHood.”

AH Selects ACGI *continued from page 1*

AH will be better positioned, in working with the AMS provider, to take advantage of new business opportunities moving forward. Association Anywhere features a suite of integrated applications for managing and improving associations’ operational performance and helps them automate operations, generate more revenue and improve member services.

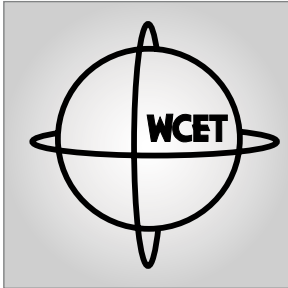
“As our client partners grow, so do their technology needs,” said Waller. “This solution will provide AH the capability to continue serving our client partners while giving staff the flexibility to introduce new components and reporting features to the clients they serve.”



The leadership team from ACGI and AH

NEW CLIENT PARTNERS AND PROJECTS

AH Forms Partnership with the World Council of Enterostomal Therapists



The World Council of Enterostomal Therapists (WCET) is a unique global organization and leader in the specialty of ostomy, wound and continence care. The WCET provides an international forum for enterostomal therapy nurses and a global vehicle for

discussion, communication, research, advice and support in the field of enterostomal therapy nursing. The WCET is focused on leading the global advancement of specialized professional nursing care for people with ostomy, wound or

continence needs. With board representatives in Adelaide, Beirut, Cape Town, Hong Kong and Montreal, WCET provides professional nursing care for people with wound, ostomy or continence needs.

“On behalf of the Executive Board, I’d like to express how thrilled we are to be working with Association Headquarters,” said WCET President Louise Forest-Lalande. “We’re nurses, not business people, so the guidance and expertise AH provides is essential to the continued success of our organization.”

Welcome to the AH team, WCET!

AH Leaders Facilitate Strategic Plan for Local SAE



With the Philadelphia/New Jersey region becoming a major location for nonprofit associations, the regional community of association management professionals continues to grow and thrive. Recently, the New Jersey Society of Association Executives (NJSAE) and the Delaware Valley

Society of Association Executives (DVSAE) merged to form the Mid-Atlantic Society of Association Executives (MASAE). To build a strong foundation for future growth, MASAE conducted its first strategic planning session, led by two AH staff members.

AH’s Brian Riggs, Assistant Vice President of Business Development, and Bob Waller, CAE, President and COO, led the strategic planning session in July 2010 in Atlantic City, N.J. The newly-formed MASAE Board of Directors participated in the session, including:

- AH Executive Director and MASAE Vice President/President Elect Victoria Elliot, CAE, RPh, MBA
- AH Executive Director and MASAE Secretary Dan Lemyre, CAE, IOM
- AH Executive Director and MASAE Director Sam Albrecht, CAE

The intense, two-day session included establishing MASAE’s vision and mission statements; reviewing a membership needs survey; and analyzing the association’s strengths, weaknesses, opportunities and threats. After identifying “mega” issues impacting MASAE, the board prioritized the items into strategic priorities for the upcoming year. Work Groups and Task Forces formed at the session will begin moving forward with the established initiatives to accomplish MASAE’s vision: “to make MASAE the essential resource for association professionals in the Mid-Atlantic region.”

“While there is much work that remains to finalize the plan, I remain confident that our leadership and willing volunteers will be the key to MASAE’s ability to bear fruit for members and advance association management in the Mid-Atlantic region,” said Elliott following the session.

AH congratulates MASAE on developing its strategic plan, and is excited to participate in the continued growth of the association.

AH SERVICES & NEW PROGRAMS

AH Partners with Neighboring University to Advance Nonprofit Management

It's no secret AH has made its mark across the globe – including Hong Kong, Turkey, Italy, Canada and numerous cities throughout the U.S. during the past several months. However, AH has now turned its sights to its own backyard. Located in Philadelphia, minutes away from Center City, La Salle University is an educational community of roughly 7,300 students taught by a top-notch faculty. The prestigious umbrella of the La Salle community includes the internationally-recognized School of Business, and the regionally-renowned Nonprofit Center at La Salle University. Through a multi-tiered partnership, AH and La Salle are investing in the present and future of nonprofit management and practice.

La Salle's School of Business, established in 1954, is accredited by the Association to Advance Collegiate Schools of Business (AACSB), an accreditation that demonstrates the highest standard of achievement for business schools throughout the country. Since its inception, the School of Business has seen nearly 20,000 students pass through its doors. Beginning in the spring of 2011, select students from La Salle's School of Business and other academic programs will intern at Association Headquarters,

gaining invaluable experience in the both the non- and for-profit worlds.

AH's collaboration with the Nonprofit Center adds the second tier to this partnership. The Nonprofit Center is a management service organization that provides programs and services to nonprofit professionals, such as board members and executive directors. Through this partnership, AH is sponsoring an eight-course marketing program affording participants The Certificate in Marketing & Communications at the program's end. AH will also host a 60-minute webinar on a choice topic.

In addition, leaders within La Salle's Nonprofit Center will run several educational sessions at AH's facility. These programs will offer association professionals the opportunity to discover new approaches to membership recruitment, board governance, development and sponsorship and other areas of nonprofit management.



Don't Forget Your Coupon!

Through the Dreyer's and Edy's® brands, AH has partnered with Nestlé® to deliver the "Don't Forget Your Coupon" campaign. This partnership will give medical professionals access to a new website where they can download coupons for Dreyer's and Edy's® frozen fruit bars. Their patients can redeem the coupons for discounted frozen fruit bars; and, for every coupon redeemed, Dreyer's and Edy's® will donate 50 cents to pediatric cancer.

Bob Waller, President and COO of AH, sees this partnership as a reinforcement of AH's commitment to its client partners. "This is one of many initiatives we're putting together on behalf of our client partners in an effort to strengthen relationships with them and companies like Nestlé."

As part of AH's commitment to our client partners and their membership, AH will serve as the facilitator of this program. AH's Web Team has taken on the task of developing a website for the program, and AH's Creative

Team is producing promotional materials for client partners' newsletters and websites. To keep the wheels spinning on this project, AH's Brian Riggs sits on weekly calls with the Brand Manager of Dreyer's.

It is AH's hope that this initiative will play a positive role in helping our medical professionals, their patients, and their communities to battle childhood cancer.



AH LENDS A HAND

AH Staff Know Every Drop Helps



As part of AH's ongoing support of the American Red Cross, the AH Social Responsibility Committee (SRC) hosted two blood drives in six months. During summer months, blood donations typically decrease, while the need for blood increases. The SRC learned of this need several years

ago, and has since continued to host blood drives at least twice a year. In total, AH staff members have donated 91 pints of blood.

AH Provides Food to Struggling Neighbors



Each year, millions of people are diagnosed with life-threatening illnesses. We think about finding cures, and how to help those people individually, but rarely do we consider their families and the strain it may put on them at home. When it's a friend, we bring meals, but when it's

someone we don't know, the thought is less likely to cross our minds. While we might not always think about this, the Metropolitan Area Neighborhood Nutrition Alliance (MANNA) does. MANNA is an organization dedicated to making and delivering nutritious meals to families and individuals living with HIV/AIDS, cancer and other life-threatening illnesses. Each month, MANNA prepares and delivers upwards of 70,000 meals. Its small staff and 1,500 volunteers deliver three complete, nutritious meals seven days a week at no charge to recipients.

This past April, AH staff joined MANNA volunteers to help prepare meals for those in need. The SRC coordinated volunteers to support MANNA and the families it helps. After such a successful MANNA trip in April, the SRC decided to continue with this program and AH staff returned again in August preparing 1,325 meals.

Two- and Four-Footed Animal Lovers Pound the Pavement for Pets



AH staff participated in the Paws & Feet 2010 5K Race & Walkathon and Mutts Mingle One Mile Fun Run/Walk, underscoring the company's dedication to social responsibility. The event was hosted by the Animal Welfare Association Animal

Shelter. AH staff members Sarah Gazi, Eric Mason, Diana Harasewicz, and Cathe Delaney, along with family and friends, joined the team "Moseyin' Mutts" to raise money and awareness to benefit homeless animals. In addition to the staff members that participated, AH and many participants donated to the cause, raising \$630.

Victoria Elliott Participates in Relay for Life



AH's Victoria Elliott recently participated in the American Cancer Society's Relay for Life. This event is held annually around the country to promote awareness and raise money for cancer research. The purpose of the relay is to celebrate the lives saved, remember those lost to cancer and help create a world with more birthdays.

Victoria has been participating in Relay for more than 10 years with a group of friends and family. Her goal in doing this walk is to personally promote health and well-being, in addition to helping the American Cancer Society find cures and fight back against the disease. In total, Victoria raised \$610.80, and her team raised over \$7,000.

Shelter Stories: No Bones About it - *By Kristy Baier*



On Thursday, July 8th, I read that the Camden County Animal Shelter (CCAS) was out of dog food. I checked their Facebook page and it was confirmed. They were not literally out of dog food, but said they were so low that most dogs were only getting one meal a day (instead of the typical two). The next morning, I sent around an e-mail at work. I told everyone that if they brought me food, I'd take it there. And if they gave me money, I'd buy food and take it there.

My colleagues, employer, family and friends all jumped in to help me raise funds for the Animal Shelter. One employee e-mailed me to say he had a way to increase the donations... he would match any donation over \$20. I went home that night and was telling my parents about it. They offered to match my total. You can read more about my full experience and how I was able to raise \$3,500 in less than one week with the support of family, friends and colleagues on the AH blog at associationheadquarters.com.



(L to R) Mindy Filinuk, Jim Bruneau and Rick Bruneau (Sarah's friends); Sarah Gazi; Diana Harasewicz and husband Zac Trojak; Cathe Delaney and sons Andrew and Richie Delaney; Meghan Rees (Eric's friend); Eric Mason, and Robert Rees (Eric's friend)

LEADERS IN MOTION

Three Worlds Collide: AH Staff Present at GPPCMA

AH staff members David Comdico and Brian Riggs shared their social media savvy at a presentation for the Greater Philadelphia chapter of the Professional Convention Management Association (PCMA) in April.

Rather than speaking to the group of about 40 meeting managers, Comdico and Riggs adopted a round-table format. They first narrowed the focus of the conversation by ascertaining the group's comfort level and interaction with social media. Then, David and Brian began weaving an instantaneous presentation, framed by the real-time conversations taking place throughout the room.

“David and I had to listen and develop a dialogue based on the participants’ diverse perspectives, experiences and goals with social media,” explained Brian. “What made this opportunity truly rewarding was the unique nature of the speaking engagement. We merged three perspectives – creative solutions, implementation expertise and the



meetings industry – and everyone in attendance benefited from the progressive social media ideas that resulted.”

AH Achieves AMC Institute Reaccreditation

AH has been awarded reaccreditation by AMC Institute, the global trade association representing the association management industry. Among 500-plus association management companies (AMCs) worldwide, just over 50 have achieved AMC Institute Accreditation, demonstrating the commitment and ability to deliver the highest level of professional management services to association and nonprofit client partners. Those associations who receive AMC Institute’s distinction are in the advantageous position of being the recognized choice for associations and nonprofit organizations.

Administered by AMC Institute, *AMC Institute Accreditation* is recognized and supported by ASAE & The Center for Association leadership, and is based on the American National Standards Institute (ANSI) *Standard of Good Practices for the AMC Industry*. ANSI requires that the standard be reviewed and updated regularly to remain an approved standard. Measurable performance practices include contracts and service delivery; employee recruitment, training and professional development; and financial management and internal controls, among

others. AMCs must earn re-accreditation every four years, demonstrating to an independent, outside auditor that they continue to meet the standard.

“All members of the Association Headquarters family should feel proud of their role in this noted accomplishment”

*- Bob Waller, CAE,
AH President and COO*

“All members of the Association Headquarters family should feel proud of their role in this noted accomplishment,” said AH President and COO Bob Waller, CAE. “Attaining the *AMC Institute Reaccreditation* demonstrates our continued commitment to ensuring the services we provide remain foremost in our minds and reflect AH’s commitment to exceeding our clients’ expectations.”

CLIENT PARTNER UPDATES

AMCA Highlights Importance of Mosquito Control Efforts During Summer



The American Mosquito Control Association (AMCA) proactively prepared for Mother Nature's inevitable summer curve balls by reminding the public of the health risks associated with mosquitoes. In addition to sharing "the 3 Ds" (drain, dress and defend), AMCA commented in June on

the outbreak of dengue fever cases in the Florida Keys.

"We already have the mosquitoes. We are continually importing the diseases they carry," said Joseph Conlon, AMCA Technical Advisor. "We must be prepared to prevent their spread throughout our public health landscape – and this requires safe, effective, sustained mosquito control." AMCA also shared messages in preparation for Mosquito Control Awareness Week (June 20-26, 2010), observed annually with the goal of raising awareness that mosquito-borne diseases do not only affect humans – they also kill countless birds, reptiles, animals and endangered species each year. Awareness of these parasites – including canine heartworm, Eastern Equine Encephalitis (EEE) and Western Equine Encephalitis – is another important component of mosquito control the general public must embrace.

IECA Hosts Successful Spring Conference



The International Energy Credit Association (IECA) hosted a successful Spring Conference in Ponte Vedra Beach, Fla., with more than 245 professionals in attendance. Despite the current economic environment, which can often lead to budget constraints, IECA experienced a

successful event and high attendance numbers. The conference received exceptional ratings from attendees for the quality of speakers, timely topics and networking opportunities available.

The conference included concurrent educational sessions, networking events, and exciting keynote speakers on managing risk in today's ever-challenging energy markets. Carrying forward the momentum from the Spring Conference, IECA began preparing for its 86th Annual Fall Conference in Tucson, Ariz.

CCMC Enhances Credentialing Process



The Commission for Case Manager Certification (CCMC) recently implemented several changes that significantly impacted case management professionals seeking the Certified Case Manager (CCM®) credential, the first nationally-accredited case manager credential.

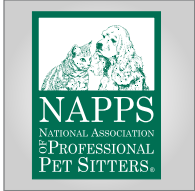
The CCMC Board of Commissioners made the historic decision to provide instant preliminary scoring on the CCM® certification examination. Applicants previously waited four to six weeks (following the final exam of the testing period) to receive notification of their results – and CCMC is pleased to announce a solution and relief to this often stressful post-exam period. The instant preliminary scoring system will provide an applicant with an immediate result from his/her exam. Those who pass the exam will be asked to wait until receiving their official CCM® certificate via mail before using the CCM credential, which typically takes about four weeks to process.

CCMC's volunteer leadership also extended the exam application window to start prior to the previously-scheduled June 15 date. The application window opened June 8, 2010 – a move that allowed potential certificants to apply on-site at CCMC's exhibit booth at the Case Management Society of America's (CMSA) 2010 Annual Conference & Expo, held June 8-11, 2010, in Orlando, Fla. CCMC leaders also opted to push back the exam application window closing date to September 10, and heavily publicized this decision through the Commission's social media presence, which includes Facebook, LinkedIn and Twitter.

"The CCMC Executive Committee is enthusiastic about these recent changes, which will expedite and improve the application and notification processes," said CCMC Executive Committee Past Chair Jo Carter, BSN, RN, CCM. "We are committed to improving the certification experience for applicants. With our focus on CCMC's core values – promoting, advancing and advocating for quality case management professionals – we will continue exploring opportunities for positive improvement."

CLIENT PARTNER UPDATES

Professional Pet Sitters Suggest “Woof”-Friendly Tactics When Taking Your Dog to Work and Issues Other Animal Health Tips for Pet Parents



The National Association of Professional Pet Sitters (NAPPS) is an advocate for the welfare of animals, and this past May the group urged pet parents to place the ultimate safety and comfort of their pets as first priority when taking their pet to work for Take Your Dog to Work Day. Pet-friendly

work environments are on the rise, and many pet parents occasionally choose to take their pets to their place of business. NAPPS issued a list of tips for pet parents who choose to take their dogs to work.

The dedication to the well-being and treatment of animals drives the association to help educate pet parents. Whether it's a flood, fire, ice storm or heat wave, the association is always looking for ways to provide pet parents tips to care for their animals. Recently, NAPPS took a strong position and issued a public service announcement to raise awareness of graphic animal “crush” videos featuring extreme forms of animal cruelty. NAPPS will continue to be a voice of the membership and an advocate for the welfare of animals.

Dermatology Nurses Assemble and Urge Use of Tanning Tax to Raise Awareness of Sun Protection and Skin Cancer Prevention



The Dermatology Nurses' Association (DNA) has been actively involved in skin cancer prevention education and health policy reform for over four years. At the DNA's 28th Annual Convention, dermatology nurses overwhelmingly supported signing the Patient Protection and

Affordable Care Act levying a tanning bed usage tax. A poll of convention attendees revealed the majority also agreed that legislators and government leaders should allocate these funds to educate our society about sun protection and skin cancer prevention.

To this end, DNA developed a position on the hazards of indoor tanning, and it was approved by the Board of Directors. In addition, DNA endorsed SunAWARE, a phrase designed to teach primary and secondary skin cancer prevention. DNA members have also lobbied state legislatures for tougher tanning laws for minors in Montana, Massachusetts and Maryland.

The Association for Accounting Marketing Announces New Structure to Increase Communication and Project Efficiency



The Association for Accounting Marketing (AAM) instituted a volunteer restructuring to help with efficiency and communication among committee and subcommittee volunteers.

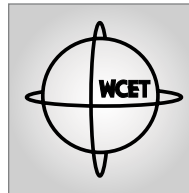
The previous AAM structure was developed more than 20 years ago, and was not as effective as it once was. Because the committees were set up as tactical units, a silo effect was created, impacting how AAM delivered membership benefits, educational offerings and communication. Each committee worked on its own project without knowledge of the broader picture or how individual projects related to other AAM initiatives.

The concept of reorganizing AAM's structure is based on a major shift in strategy. The structure will be broken into two strategic units: Education and Membership. Both of these units represent the core of why AAM exists, and their focus will be to carry out the objectives set by the Board annually. These association enhancements will improve volunteers' understanding of their roles and help expedite projects more efficiently.

2010 WOCN/WCET Joint Conference Breaks Records



This summer marked a record breaking conference for the Wound Ostomy Continence Nurses (WOCN) Society. The Joint Conference with the World Council of Enterostomal Therapists (WCET) brought together professionals from all over the world who share experiences with WOCN nurses.



The “Universal Focus on Patient Care” theme resonated with participants, and the conference exceeded expectations with a 58 percent increase in attendance and a 37 percent increase in financial support.

U.S. attendees enjoyed networking with international attendees, and learned many lessons about providing healthcare in third-world countries. “Here in the U.S., many of the supplies and health services are taken for granted. Others in the same field as myself are using ziplock bags as medical devices. It was a great learning experience for all of us,” one attendee remarked.

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CLIENT PARTNER UPDATES

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Meet, Strategize and Accomplish!



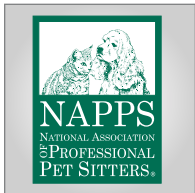
Two of AH's client partners recently reviewed its strategic plans for the association. The American Society of Transplantation (AST) met in Madison, Wis., and the International Pediatric Transplant Association (IPTA) convened in London with a session led by AH Vice President Michael Dwyer, CAE. In today's tough economic times it is essential associations prioritize and plan initiatives appropriately. After intense meetings with thoughtful discussions, the associations left with a renewed energy and focus on the programs and projects in the coming months.



AMCA and NAPPS Join Forces to Notify Pet Parents About Heartworm Disease Risks



To raise awareness that animals, like humans, are susceptible to mosquito-borne diseases, the American Mosquito Control Association (AMCA) teamed up with the National Association of Professional Pet Sitters (NAPPS) in June.



"Humans have been infected in a few cases, but heartworm is not recognized as a human health problem. Foxes, raccoon and wolves can serve as sources of infection – and there is some evidence that skunks, possums and muskrats can harbor the disease," said Joseph Conlon, AMCA Technical Advisor. "Cats are rarely found with the worms. Some studies have suggested that heartworms are usually rendered sterile in families other than canids."

AMCA and NAPPS shared tips to help pet parents reduce the amount of mosquito breeding around their property, including:

- Getting rid of water-holding containers (old tires, tin cans, buckets, drums and bottles)
- Ensuring door and window screens fit tightly, and repair any holes
- Maintaining short grass and well-trimmed shrubbery around the house, so adult mosquitoes will not hide in these places

"Heartworm is easily preventable in dogs by giving them heartworm preventatives provided by veterinarians," said NAPPS President Monica Leighton. "Pets that remain outdoors for long periods of time are more likely to be exposed to heartworms. Pet parents are encouraged to be cautious about the length of time dogs are left outside, and consult with your veterinarian for advice on which repellent products to use."

ASHT Celebrates Healthy Hands Week 2010



Each year during the second week of June, the American Society of Hand Therapists (ASHT) sponsors Healthy Hands Week. The purpose of the annual event is to increase recognition of hand therapy and demonstrate the advantages of preventative measures, as well as treatment procedures, impacting the upper extremity.

For Healthy Hands Week 2010, ASHT focused on the proper selection and use of hand tools, and created a comprehensive guide – including prevention and safety tips – to minimize the likelihood of hand injury and trauma from using hand tools.

This year's Healthy Hands Week celebration also served as a way for ASHT to establish an active social media presence by sharing Tweets geared to a variety of audiences, as demonstrated in this sampling of messages :

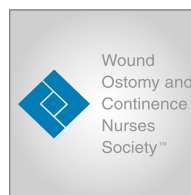
- Heading to @Lowes, @HomeDepot or @AceHardware for #FathersDay gifts? Brush up on our #HHW2010 tips before purchasing tools for #dad!

- Brushing Fluffy or building Fido's dog house? Follow our tips while using hand tools – like #pet brushes, hammers, etc. #HHW2010

- We want to hear #handhealth tips from the #PT & #OT community. What gems do you share with patients? Please RT! #HHW2010



Wound, Ostomy Continece Nursing Singled Out for Distinction



Wound, Ostomy and Continence (WOC) Nursing has become one of the newest nursing specialties recognized by the American Nurses Association (ANA). Representing the interests of more than 2.9 million nurses in the United States, the American Nurses Association (ANA) advances the profession by fostering high standards of nursing practice.

The ANA's endorsement of WOC Nursing as a specialty signifies that WOC Nursing adheres to the high standards of practice cultivated by the ANA. The process required to earn ANA recognition as a specialty is one that required thorough research, thought and documentation and took place over two and a half years.

Congratulations to WOCN and WCET on earning this distinction!

EMPLOYEE NEWS

Deanna Bright and Laure McClellan Receive Employee of the Quarter Awards

AH staff members Deanna Bright of PDMA and Laure McClellan were recognized for their outstanding efforts in exceeding client partner expectations through the AH Employee of the Quarter award.

Administrative Director Deanna Bright was named Employee of the Quarter in spring 2010. Deanna stepped into a new role at a very busy time for her client, took the initiative to fully understand her new responsibilities and then developed and documented processes to manage the program moving forward. “Deanna spent many hours going above and beyond what was expected of her, and also worked at home to make sure that her team and other clients were getting the attention they deserve,” stated colleague Melissa Baldwin, CAE. “I think Deanna is a great asset to AH, and should be recognized for all of her time, effort and compassion. She displays all of the AH core values daily and genuinely cares about AH and our client partners.”

Production Manager Laure McClellan was recognized as Employee of the Quarter in summer 2010. In her role within AH’s Creative Services department, Laure was faced with an intense series of upcoming projects and deadlines. Pete Pomilio, MBA, nominated Laure for providing outstanding assistance with several conference handout books, conference-related material and three educational booklets produced in less than one month. In addition, Laure exceeded the normal expectations of her role to locate quality printers in the conference location and ensure the publications were printed on time. “This is all pretty amazing, but what’s more amazing is how she works everyday with a smile on her face and a fantastic attitude. She is an asset to AH and helps keep our incredible creative department moving along,” enthused Pomilio.



Deanna Bright



Laure McClellan

AH Meeting Planners Receive Certification Designation

Two AH Meeting Managers, Shannon Fagan and Meredith Weiner, have received the Certified Meeting Professional (CMP) designation.

The CMP program was established to recognize individuals who have achieved the meeting planning industry’s highest standard of professionalism. The requirements for certification are based on two to three years of professional experience, and a comprehensive written examination. The designation signifies credibility of a meeting professional’s opinions and ideas, both at work and in the greater meetings, conventions and exhibitions industry.

Shannon Fagan has worked as a meeting and exhibit manager at AH since 2004. In this role, she manages and coordinates all aspects of an association’s meetings, including annual and international conferences, for multiple nonprofit medical associations. Currently, Shannon is the Meeting Manager for the American Society of Transplant Surgeons (ASTS), the American Transplant Congress (ATC), the International Liver Transplantation Society (ILTS) and the International Pediatric Nephrology Association (IPNA).

Meredith Weiner works in conjunction with the volunteer program planning committees for several associations at AH, including the American Society of Hand Therapists (ASHT) and the International Pediatric Transplant Association (IPTA). In this role, she also manages all pre-meeting and on-site logistics.

“We’re very proud of Meredith and Shannon. Their achievement exemplifies the levels to which our employees strive to better themselves professionally, while also improving the service they can provide to our client partners,” said AH President and COO Bob Waller, CAE. “The dedication of staff members like Shannon and Meredith is the reason we have achieved the Best Places to Work in the Philadelphia region by the Philadelphia Business Journal four times.”



Shannon Fagan



Meredith Weiner

Through the CMP program, individuals who are currently employed in meeting management have the opportunity to pursue continuing education, increase their industry involvement and gain industry-wide recognition by achieving the CMP designation.

A Certification Board designated by the Convention Industry Council (CIC) governs the CMP program. The elite CMP community now numbers 13,000, with representatives from every sector of the industry in 32 countries. Fagan and Weiner join the ranks of 13 CMPs at Association Headquarters.

EMPLOYEE NEWS

Work-Life Balance – Who Has the Time? *by Bob Waller*

Wikipedia defines work-life balance as “having enough time for work and enough to have a life, thus the work-life balance.” Certainly a simple enough definition, but how many of us put this into practice?

We all pack so much into our daily lives that the thought of creating balance in our lives usually falls pretty far down our “to do” list. Here are a couple of interesting facts:

- According to a survey conducted by the National Life Insurance Company, four out of 10 employees state their jobs are “very” to “extremely” stressful.

- 75 to 90 percent of physician visits are related to stress, according to the American Institute of Stress.

- Madeleine Bunting, in her book *Willing Slaves*, reported the average work week from 1977 – 1997 went from 43.6 – 47.1 hours per week

So what’s a guy/gal supposed to do to create some balance in his/her life?

In an article that appeared in *Association Now*, author Jennifer Salopek provides some good advice:

1. Commit to leaving at a reasonable hour at least one night each week.
2. Commit to working only eight hours at least one day a week.
3. Get a membership for a monthly massage – and commit to actually getting the massage!
4. Have a regular “date night” with your spouse/significant other – and **TURN OFF YOUR PDA!**
5. Take care of yourself – get exercise, appropriate nutrition, good medical care, healthful rest and create a comfortable work environment.
6. Turn off your PDA when you go to sleep.
7. At the end of the day, ask yourself, “What is one thing I didn’t need to do?” Track it for a few weeks to see if there is a pattern.



Bob Waller

We can achieve balance in our lives, but only if we make it a priority. Try a couple of the recommendations above, and then add a few more over time. Before you know it, you might find you actually have a life beyond work!

High Honors for AH HR Director

AH Human Resources Director Craig Kreismer recently completed a certification exam designed for HR professionals, and earned his Senior Professional in Human Resources (SPHR) certification. The SPHR credential is designed for the HR professionals who design and plan, rather than simply implement, HR policies. SPHRs

typically have six to eight years of progressive and increasingly-complicated HR experience, and must understand the business beyond the HR function.



Craig Kreismer



**Chris Brown &
Victoria Elliot Receive
Toastmasters
accolades**



PULLED FROM THE HEADLINES



Body + Soul Digit Distress

The American Society of Hand Therapists was featured in the Martha Stewart Publication providing stretching and exercising tips for your fingers and hands due to repetitive motion from PDAs



Associations Now “How to Pick the Right New-Media Communications Tools”



AH's Brian Riggs, assistant vice president of business development, discusses social media tips for association volunteers. “The Six Primary Components of the Social Media Flower” describes how successful social media starts with seeds—content leaders—and finishes with the bumblebee—new audiences.

Association Conventions & Facilities International Meetings. Play by the Rules for Successful Outcomes

Meredith Weiner and Shannon Fagan, Meeting/Exhibit Managers at AH are featured in a news story about the need to adapt meeting management styles when planning international meetings. Client partners International Liver Transplantation Society (ILTS) and the International Pediatric Transplant Association (IPTA) are also featured in the testimonial.

“Association meeting planners who hold international meetings face unique obstacle they don't front in the U.S.,” the article reads. “Weiner overcame the challenges and planned a successful meeting that drew compliments from attendees. It ended up being a fantastic event.”

“My contacts in Hong Kong are 13 hours ahead. There is lots of e-mail contact but they aren't answered immediately. You hold conference calls at four in the morning and eight at night,” Fagan responds to the level of detail and readjusting work schedule that takes place to provide client partners optimal customer service.

Inventor's Digest “Good Design”



The Product Development and Management Association (PDMA) is featured as the cover story in Inventors Digest magazine on the topic of “Design: How to Create Products Consumers Will Buy”. The nine page article quotes PDMA board member Tom Kubilius and Vice President of Marketing for the PDMA Mark Adkins.

“Having great technology does not buy you a pass with your customer. Having a great experience does,” said Kubilius in one article's featured quotes.

CBS 58



The Juvenile Products Manufacturers Association (JPMA) was featured in news broadcasts related to the organization's Baby Safety Month Safe Sleep Campaign.

“More than 200 cribs were donated today to stop local parents to stop sleeping with their babies. The donor, Juvenile Products Manufacturers Association, said it was motivated by repeated news reports of babies dying when they were accidentally smothered by the adults in the house that were sleeping with them,” headlined the news anchor. “New Threads of Hope will distribute the cribs to families in need.”

The Buffalo News



The reporters in New York tapped into The National Association of Professional Pet Sitters (NAPPS) to get an industry perspective on the growing trend of dog running businesses.

“In general, we have noticed a larger number of dog running businesses in states with warmer climates, where the services can be provided year-round, or large metropolitan areas,” said Candance Labane-Godfrey, former president of NAPPS.

AROUND THE WORLD



At the site of AH's summer Habitat for Humanity build, AH volunteers take a break from their projects to show off the front of the home.



The Coliseum in Rome and Brian Riggs, Assistant Vice President of Business Development. Brian recently traveled to Europe to meet with the Board of Directors for a nonprofit group



How often do lion dancers make an appearance at your meeting's opening ceremonies? Staff members of the International Liver Transplant Society (ILTS) pause for a photo at the 16th Annual International Congress in Hong Kong, China, June 16-19, 2010.



Conversations began between representatives from AH and the AIM Group about a global partnership in Rome this past summer. Leaders from both organizations will meet again in Philadelphia to discuss the future of the arrangement. Stay tuned - details to follow.

AROUND THE WORLD



The Walt Disney World Resort in Orlando, Florida has been a hot spot for conferences due to its convenient location, pleasant weather, and family-friendly appeal. The Dermatology Nurses' Association (DNA) recently hosted its Annual Convention at Disney World, and staff members took a short break to pose for a photo with everyone's favorite mouse.



Past Presidents of the Product Development and Management Association (PDMA) gather for a group photo at the recent 2010 Global Conference in Orlando, Florida.



WOCN and WCET's Joint Conference brought together professionals from all over the world who share experiences with WOC nurses. The "Universal Focus on Patient Care" theme resonated with participants, and the Conference exceeded expectations with a 58 percent increase in attendance and a 37.4 percent increase in financial support. Congratulations to the WOCN and WCET teams!



Members of the Society for Biomaterials (SFB) and AH staff make a stop at the Capitol Building on a recent trip to Washington D.C.

Our Client Partners

Full Service Medical/Health-Care Related Association Client Partners

- American Association of Heart Failure Nurses (AAHFN)
- American Society for Histocompatibility and Immunogenetics (ASHI)
- American Society of Hand Therapists (ASHT)
- American Society of Transplantation (AST)
- Commission for Case Manager Certification (CCMC)
- Dermatology Nurses' Association (DNA)
- Dermatology Nurses' Certification Board (DNCB)
- International Liver Transplantation Society (ILTS)
- International Pediatric Transplant Association (IPTA)
- Medical Dosimetrist Certification Board (MDCB)
- New Jersey Association of Nurse Anesthetists (NJANA)
- OsteoArthritis Research Society International (OARSI)
- Society for Biomaterials (SFB)
- Wound, Ostomy and Continence Nurses Society (WOCN)
- World Council of Enterostomal Therapists (WCET)

Full Service Trade/Business Associations Client Partners

- American Association for Aerosol Research (AAAR)
- Association for Accounting Marketing (AAM)
- American Mosquito Control Association (AMCA)
- Association of Medical Media (AMM)
- Church Benefits Association (CBA)
- Halloween Industry Association (HIA)
- International Energy Credit Association (IECA)
- Juvenile Products Manufacturers Association (JPMA)
- National Association of Professional Organizers (NAPO)
- National Association of Professional Pet Sitters (NAPPS)
- North American Power Sweeping Association (NAPSA)
- Product Development & Management Association (PDMA)
- Society for Foodservice Management (SFM)

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, visit us online www.associationheadquarters.com, connect with us at [Facebook.com/AssociationHeadquarters](https://www.facebook.com/AssociationHeadquarters) and on [Twitter.com/AssociationHQ](https://twitter.com/AssociationHQ).

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