

## May 2015

# In View

The Monthly Publication for the New York Society of Association Executives



## May 2015 Issue

### Five Power Tips To Improve Your Membership Marketing Program

For most of us entrenched in the day-to-day work of association membership and marketing, it can be tricky if not impossible to take the time to step back and see the forest for the trees, by which we mean remember the strategic framework giving the why we are doing what we are doing...

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### Ten Ways To Build A Flourishing Culture Around Your Values

Culture cannot flourish if individuals do not sustain it. Whether it's a beautiful or horrific culture, it does not exist without one individual after another choosing to support it. In other words, if one person after another shifts away from a set of practices and beliefs that are the core of any culture, that culture eventually ceases to exist...

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### Nysae Technology Institute Explores Collecting and Securing Data

Collecting data and storing critical association records and making sure that information is secure was the focus of Nysae's Technology Institute, held in April at The University Club...

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### Nysae Synergy Awards Luncheon Recognizes the Best of the Best

As sun streamed through the stately windows of the University Club, Nysae members and guests gathered for the 2015 Synergy Awards Luncheon, dedicated to honoring those who have demonstrated leadership, service and special achievements that benefit the association and nonprofit management profession. ...

### Upcoming Events

May 19th 2015  
**Professional  
Development Workshop**  
11:30AM — 1:30PM

May 20th 2015  
**Annual Meeting &  
Monthly Luncheon**  
12:00PM — 2:00PM

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## Top 10 Conference Food Trends for 2015

Following extensive research among the 400 members of the International Association of Conference Centres, the association released its Top 10 Conference Foods Trends for 2015, which are influencing meeting planners across the globe....

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## Are Your Meetings a Membership Feature?

Here is the bitter pill...if non-members can attend...the meeting is not a feature of membership. However, the discount on registration is.

Nearly every association can further its mission more effectively with more members. More members generally translate to larger meetings....

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## Member News

**Michael Cummings**, Tate/Cummings, has been named Vice Chair of ASAE's Communication Section Council.

**Nicole Millman-Falk, CAE**, President, Millman-Falk Communications, has been retained by the American Group Psychotherapy Association (AGPA) as its Advertising Manager....

The Telly Awards has named the **Philadelphia Convention and Visitors Bureau** (PHLCVB) as a Silver winner in the 36th Annual Telly Awards for the organization's Here for the Making: PHL & The African American Experience in the Online Video-Travel/Tourism category....

**Kellen Company** has been retained by the New England Society in the City of New York (NES) for full-service management.

**Claire Rosenzweig, CAE**, President/CEO at the **Better Business Bureau of Metropolitan New York, Hudson Valley, and Long Island**, published blog piece on Nepal Earthquake Donation Tips, which included a list of BBB-accredited charities and tips...

**Matt Schechter**, National Sales Director, **San Diego Convention & Visitors Bureau**, reports that San Diego's special lifestyle, creative talent, and technological innovation are featured in National Geographic Channel's new documentary...

**Eric Szymanski**, Senior Sales Manager, Walt Disney World, celebrated his fourth anniversary in that position.

**Jeffrey Tenenbaum, Esq.**, Partner and Chair of the Nonprofits Organizations Practice, **Venable LLP**, and recipient of NYSAE's 2015 Outstanding Associate Member Award, celebrated his 15th anniversary at Venable.

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## Bookbeat

*Get Big Things Done: The Power of Connectional Intelligence* (©2015, Palgrave Macmillan), by Erica Dhawan and Saj-Nicole Joni, argues that the game changer in achieving breakthrough performance is a skill called connectional intelligence—the ability to combine knowledge, ambition and human capital, forging connections on a global scale that create unprecedented value and meaning....

*The Mission-Driven Venture* (©2015, John Wiley & Sons), by Marc J. Lane offers anyone committed to social innovation a hands-on, actionable guide for leveraging the power of the marketplace to solve the world's most difficult social problems. ....

What are the most important attributes for a charity or nonprofit organization to have? Motivation? Commitment? Leadership? Resources? *Ten Traits That Make Nonprofits Great* (©2014, Horatio Alger Association of Distinguished Americans), by Brain E. Foss, is the third installment in the organization's self-

published philanthropy series....

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