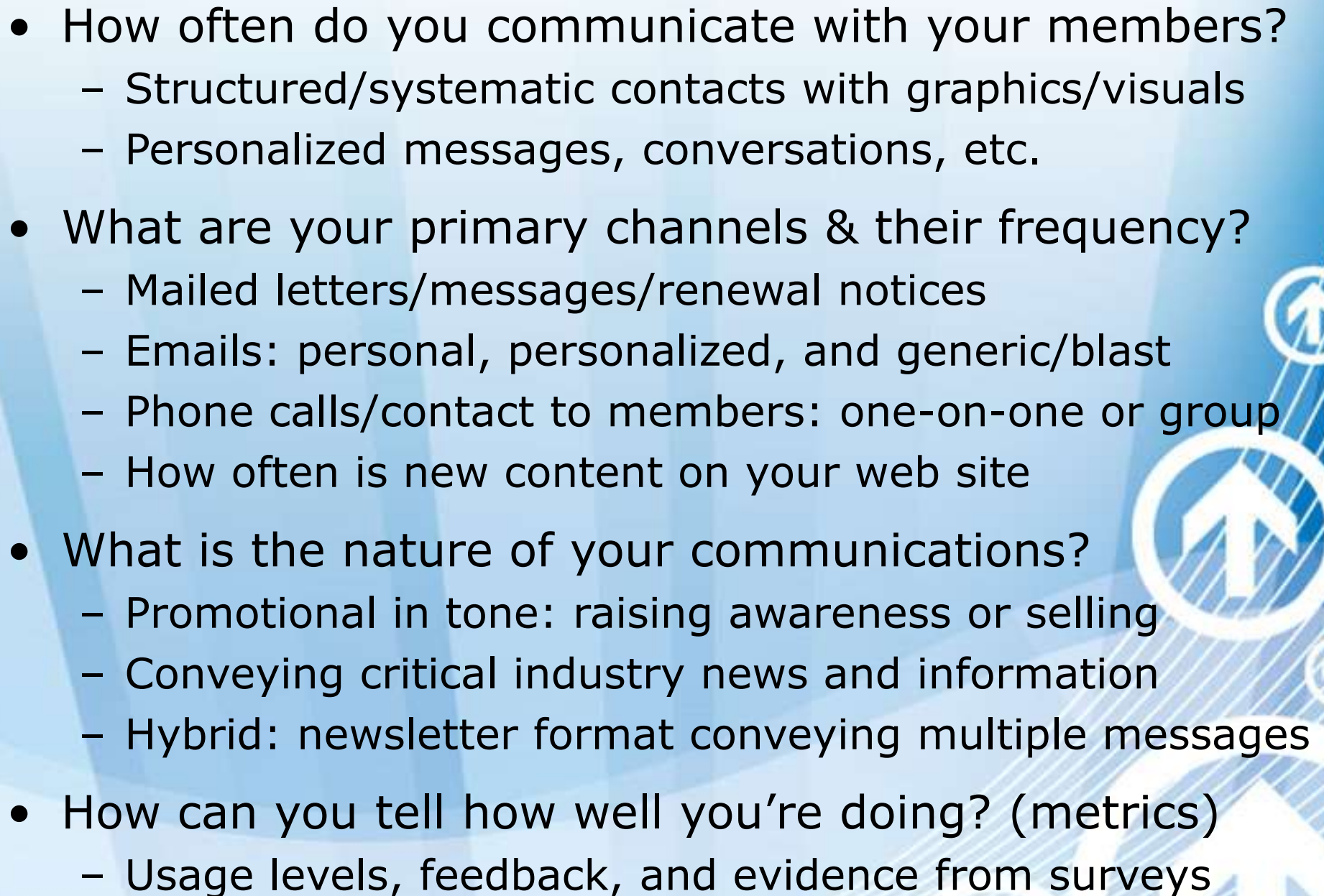




Improving Communications ISM Leadership Retreat

**Kevin Whorton,
Whorton Marketing & Research
June 26, 2010**

Association Self-Evaluation

- How often do you communicate with your members?
 - Structured/systematic contacts with graphics/visuals
 - Personalized messages, conversations, etc.
 - What are your primary channels & their frequency?
 - Mailed letters/messages/renewal notices
 - Emails: personal, personalized, and generic/blast
 - Phone calls/contact to members: one-on-one or group
 - How often is new content on your web site
 - What is the nature of your communications?
 - Promotional in tone: raising awareness or selling
 - Conveying critical industry news and information
 - Hybrid: newsletter format conveying multiple messages
 - How can you tell how well you're doing? (metrics)
 - Usage levels, feedback, and evidence from surveys
- 

How to Improve From Where UR Today

- Communications & preferences progress over time
 - Our timeline of media adoption, past 25 years:
Mail ➤ Fax ➤ email ➤ web ➤ web 2.0 ➤ social media
 - New tools: speed of adoption grows, life cycle more brief
 - Working within members preferences ...
more critical than actual tool
 - Techniques and approach matter more than platform
- Goals & methods: marketing gurus' perspectives
 - Directly impact member perceptions & create a buzz
 - Facilitate WOM—*the* predominant marketing channel
 - Authenticity—fit the idiom/brand of your association
 - Make ideas “stick”—memorable, simple yet detailed, tell story

Audience Management

- Who: more important than What/How you communicate
 - DM formula: success=60% list, 30% offer, 10% format
 - Marketing outcomes- & revenue-focused
 - Message does matter: “offer” is price plus benefits
 - Who—right person at right time—and their number matter
- Data is critical to manage & track contacts
 - Even an expensive AMS requires db mgt skills.
 - This curse is actually a blessing for state associations
 - Spreadsheets more effective for coding, segmentation
 - Mail merge, iContact/Constant Contact tools fed by interchange formats (Excel, tab- or comma-delimited files)
- Tracking your members & customers
 - “Tag & flag” them.
 - Profile regular, occasional, never-readers; influencers & mailboxers

E-Communications Tools

- “Push email” contact: most important in the mix
 - Generic/low-cost method: look for 20%-25% open rates
 - Measure by clickthroughs
- Low end: Mail-merge tools using MS Office
 - Strengths: universal access, low-end graphics, flexibility
 - Low/no graphics often outpull highly graphic content
- Mid-level: iContact, Constant Contact
 - Format and subscriber base management
 - Opt-in tool: allows users to subscribe, forward, remove
 - Templates to facilitate ongoing contact
 - Strength: cost (\$30/month typical, 3,000 name audience)
 - Weakness: flexibility and forcing content to fit a mold
- Higher-end: Blue Hornet, Informz
 - Integrated with AMS, tracking individual contacts

Illustration: Metal Treating Institute Web & Video

The image shows a screenshot of the Metal Treating Institute (MTI) website and a video player. The website header features the MTI logo and the text "METAL TREATING INSTITUTE". Below the header, there is a navigation bar with links to "HeatTreatOnline.com", "MTIacademy.com", "FurnacesNorthAmerica.com", and "HeatTreatQuoteMaster.com". A prominent banner reads "Subscribe Today at MTIAcademy.com". The main content area includes a navigation menu on the left with options like "Home", "About Us", "How to Join", "Locate a Heat Treater", "Why Outsource Heat Treating", "MTI TV", "Online Member", "Calendar of Events", "MyMTI", and "Publications". The central content area displays a list of webcasts under the heading "MTI TV Webcasts". Three webcasts are listed: "March 3 Edition" (Interview with Doug Glenn), "Feb. 15 Edition" (Interview featuring Larry Rubrich), and "Feb. 2 Edition" (Interview with Lonnie Brooks). A video player on the right shows a man in a suit speaking in a studio setting with various logos in the background. The video player interface includes a play button, a progress bar, and a volume icon.

MTI METAL TREATING INSTITUTE

THE MTI NETWORK OF SITES: HeatTreatOnline.com MTIacademy.com FurnacesNorthAmerica.com HeatTreatQuoteMaster.com

CALL MTI

Subscribe Today at MTIAcademy.com

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MTI TV
Online Member
Calendar of Events
MyMTI
Publications

MTI TV Webcasts

March 3 Edition
Interview with Doug Glenn on heat treating economic recovery and challenges being faced by industry...

Feb. 15 Edition
Interview featuring Larry Rubrich of WCM Associates on Keys to Lean Manufacturing

Feb. 2 Edition
Interview with Lonnie Brooks

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31 of 35

Three Steps to Greater Engagement

Engagement:

STEP THREE: Provide a platform for engagement.

- - Have a conversation.
 - Members want to be heard.

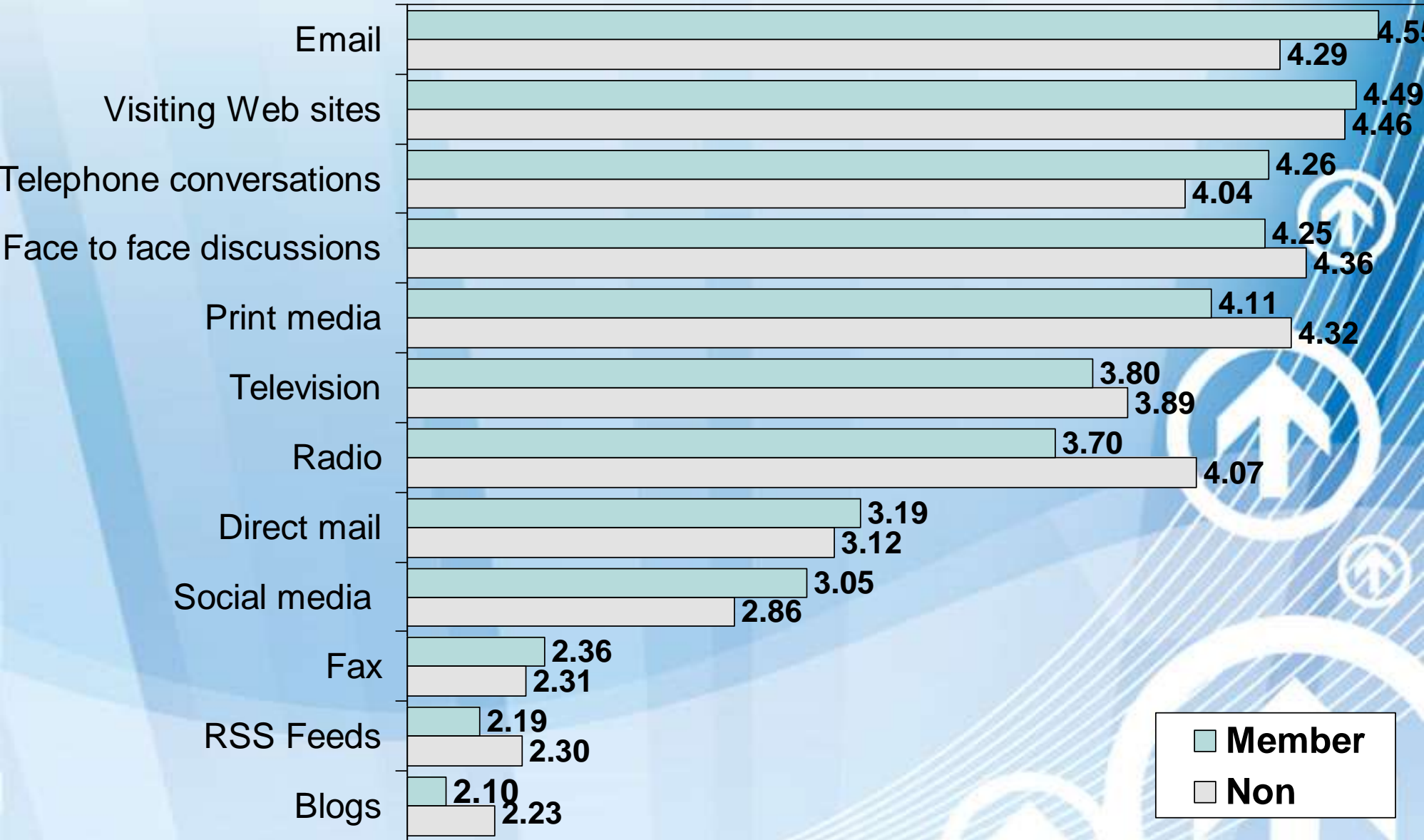


Experiment to see what gets them talking...check out MTI's newsletter

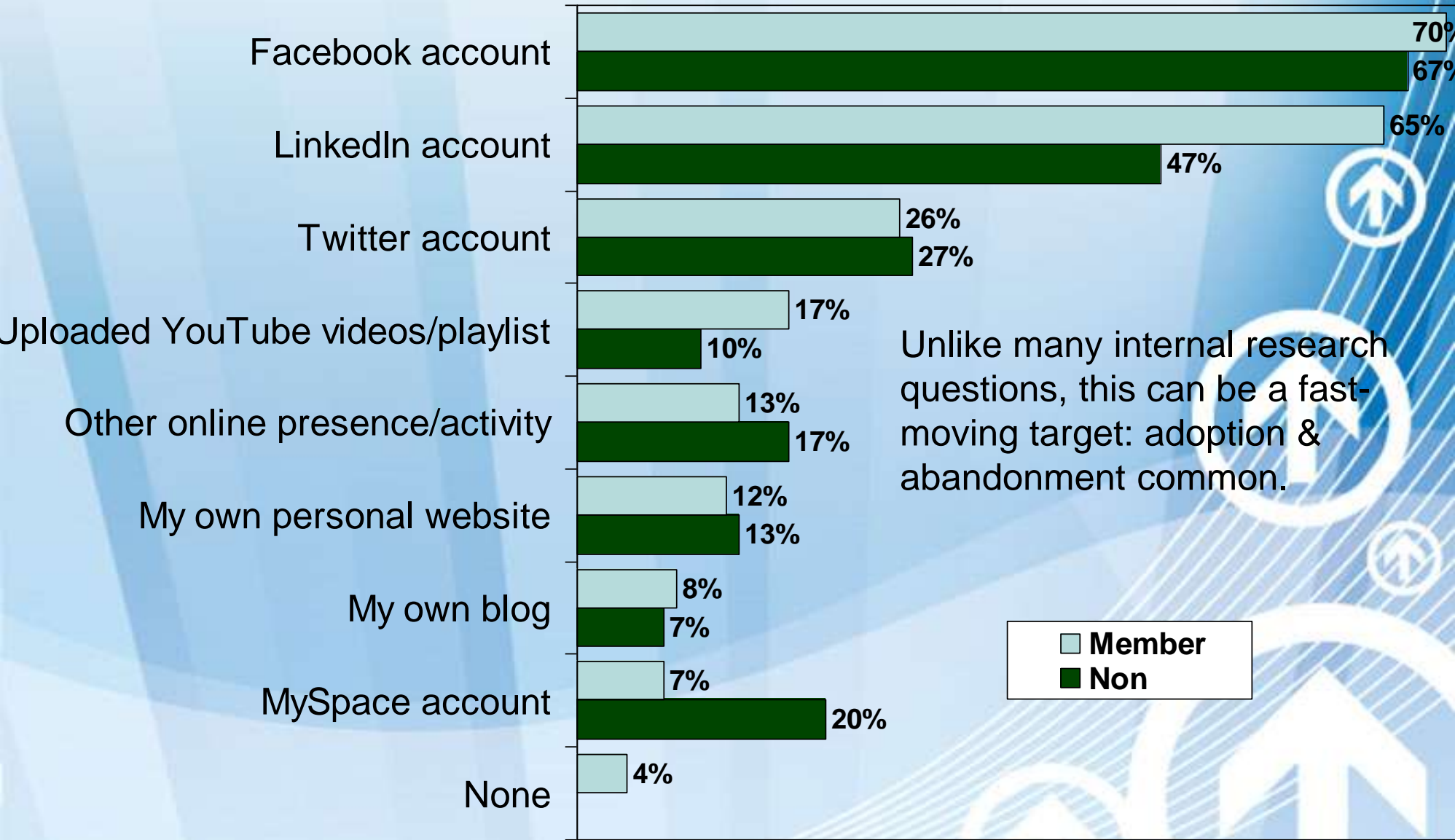
Website(s) Performance

- Increasingly, blur distinction between “push” & “pull”
 - Web sites grow more interactive: data repository, community “voice,” e-commerce mechanism
 - Ensure biggest “fans” can track you
 - RSS feeds to alert of changes
 - Use common blog tools (Blogger, Blogspot) to alter tone
 - Frees you to do more prosumer-type activity
 - Engages members to speak for you in their own voice
 - Retain reviewer function: coach, rather than edit
 - Feed into common SEO strategies
 - Most users don’t search carefully (boolean, quotes)
 - Ensure members have unprompted reasons to visit
 - Serve content aggregator role: reciprocal links
 - Feed “regional franchise,” but recognize competition for member/customer attention is worldwide

How Often Do Communications Audits: **Understand their Info Sources**

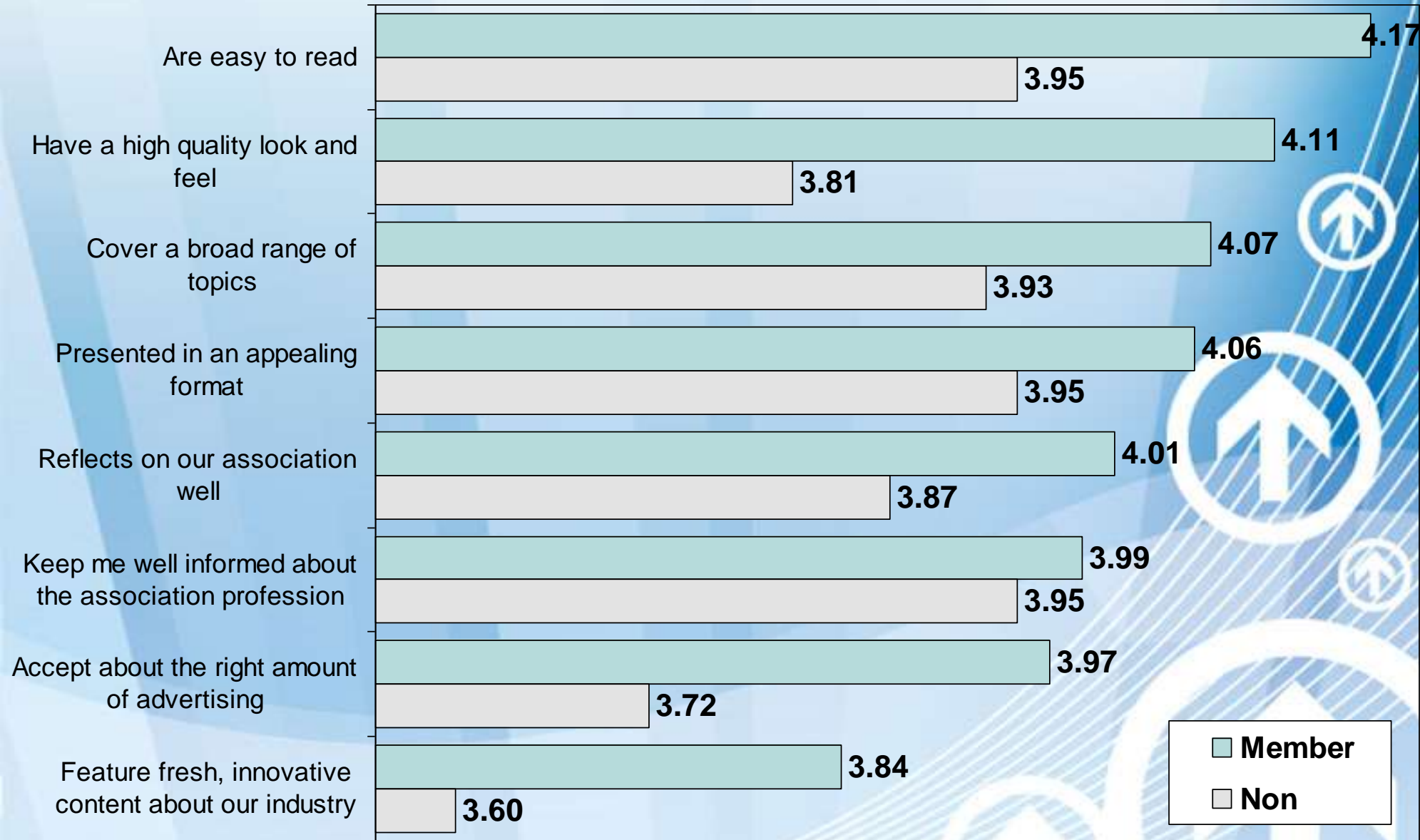


Periodically Track Recent Adoption: Current Social Media and Online Presence Today



Image/Impression of Your Communications

Measure Various Qualities Agree/Disagree



Metrics Should Be Familiar to You: Think in Terms of What You Don't Know



- Hybrid trade/individual
 - 400 individual members
 - 100 trade members
- Membership decline of 10% in past 2 years
- 33% market penetration
- 1,000 potential members
- Recent case study:
 - Help put traffic metrics into context with overall membership and other communications tools
 - Remember we need to link know metrics to actual audience behavior on individual, segment levels
- 2 web sites, lots of traffic
- 'Brochure-ware' site: 4 years old
 - 1.5k unique visitors/year
- Newer Public awareness site
 - Tenuous linkage to main brand
 - 10k unique visitors/year

Other Metrics/Audit Questions

- How often/week spent on Internet (excluding email)
- How often do they read your various vehicles/media
- Feelings about frequency: too high/low
- Overall satisfaction: quality of info, relevance, timeliness
- Frequency of site visits, specific pages visited
- Degree to which preferences have changed
- Content would like to see more or less of
- Reactions to changes in format, approach
- Awareness of new media
- Length of readership: time, depth
- Analyze, understand overall & by segment



Mail/Fax Communications

- Increasingly, overlooked media
 - Evidence from ASAE Idea Swaps, related
 - Fax tests performed extremely well: staff surprised
 - Consultants unsurprised: small business tool/underused channel
 - General principle: minimize CPA, not CPC (cost per acquisition rather than cost per contact)
 - Mail: proven backbone of non-dues revenue
 - Benchmarking: accounts for 50+% of conference registrations
 - Email “rivals” and complements it
 - E-commerce final site of transaction
 - Design with “stopping power” in mind
 - Drive the transaction, sometimes the inquiry





American Mental Health Counselors Association

As an individual, you make a difference in the lives of a great many people.
Together, we can do so much more.

Cara L Chinchar, LCMHC
65 Howard Street
Burlington, VT 05401-4818

Dear Cara,

We are currently reaching out to professional mental health counselors who are not currently members of the American Mental Health Counselors Association, in the hope that you will consider joining us today.

Think back to when you first became a mental health counselor, and everything you have done and learned since then. You'll quickly understand why we take our role so seriously, and why we need your support. Although we have done so much to increase the public understanding of mental health, there is to much more left that we can accomplish together.

Cara, we know that your work as a professional mental health counselor has never been more challenging. Once, we could devote our energy and talents to work with clients to help them improve their lives. Today, we have to worry about so much more ... increasing costs, client access, licensure, staying informed, even malpractice suits.

At AMHCA, we exist to help you address all of your professional needs designed exclusively for you and offered only by the AMHCA needs of professional mental health counselors.

- Benefit from our work to win reimbursement for your services
- Enhance client access to your services with our unrivaled network of providers
- Enjoy more respect and recognition through AMHCA private health plans and managed care advocates.
- Gain access to our affordable malpractice insurance
- Save money on insurance by using our online Health Protection Plan with John Hancock helps to secure your crisis.

Membership in AMHCA is an honor held by the best in an invaluable resource, professional credential, and a source of support.

I invite you to review the enclosed brochure and visit our website. Joining AMHCA is the **best decision you can make** for the growth of our profession.

We realize that you probably belong to one of our networks. In close collaboration to advocate for your interests and yours to belong at national and state levels, we offer special joint discount brochures to learn if you can benefit from this arrangement to

801 North Fairfax Street, Suite 304 • Alexandria, Virginia 22314 • Phone

● Membership Acquisition Control package

- Letter/reply
- Brochure
- Cross-promote national & chapters



Joint State Chapter/AMHCA Dues

For many of us the services of the AMHCA network reflect a combination of national services and state-level benefits. We also offer joint state chapter dues at a discount of 20% before for the following states.

If you wish to join both today, please indicate the appropriate amount on the attached form.

| | |
|---------------------------|-------|
| Arkansas..... | \$172 |
| District of Columbia..... | \$148 |
| Florida..... | \$220 |
| Iowa..... | \$164 |
| Michigan..... | \$164 |
| Missouri..... | \$176 |
| Montana..... | \$204 |
| New Hampshire..... | \$184 |
| Oregon..... | \$184 |
| South Carolina..... | \$164 |
| Vermont..... | \$204 |
| Washington..... | \$204 |
| West Virginia..... | \$164 |

Please also indicate if you want to learn more about other services of AMHCA:

- Annual Conferences
- Professional Advocacy Programs
- Professional Liability Insurance
- Other Services (please specify)

AMHCA Membership Categories

Clinical Membership—Master's Degree or higher in Counseling or a related field covering the basic principles of mental health counseling from a regionally accredited institution.

Primary work is in the direct delivery of counseling services. Hold state licensure or certification if available, or Certified Clinical Mental Health Counselor if licensure/certification is unavailable in your state.

Regular Membership required credentials
Master's Degree or higher in Counseling or a related field covering the basic principles of mental health counseling from a regionally accredited institution.

Student Membership—Enrolled at least half time in a graduate program in counseling in counseling or a related discipline.

Student Membership (Extended)—Graduate work completed in three years or less. Currently in first year of practice.

Associate Membership—Primary work responsibilities in human resources/personnel.

What Our Members Say About Us

Don't just take our word regarding the quality of our service to the community. Here are just a few of the comments from our members:

"When I moved from community mental health to private I wondered where/how I would connect with colleagues. Then I found you. The wonderful thing is that you target mental health issues directly."

"I love what you do for me and the communications you send to me. Your organization became the foundation of our state's licensing the Professional Counselor."

"AMHCA does an outstanding job representing the interests of mental health counselors."

"AMHCA has always been extremely responsive and helpful to any questions, concerns, or needs I have expressed."

"You folks are proactive and very engaged in furthering the profession. My AMHCA membership provides great value for the money."

"I really appreciate the lobbying and advocacy in keeping on top of supporting our profession in Washington DC."

"I'm very proud of what we have accomplished in Illinois and AMHCA has been very supportive."

AMHCA is a community of more than 5,500 mental health counselors. You and your colleagues make an important impact on the lives of Americans, and AMHCA strives to make a difference for you in your profession.

Contact Us Today

We welcome your questions and feedback; please contact the AMHCA office at (800) 326-2842, or e-mail us at Imorano@amhca.org. We look forward to serving your needs for years to come.

American Mental Health Counselors Association
801 North Fairfax Street Suite 304
Alexandria, VA 22314
www.AMHCA.org

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American Mental Health Counselors Association



The Community for Professional Mental Health Counselors

International Sign Association...

What ISA Can Do for You



Your competitors are saving time and money through membership in ISA. Can you afford not to join? Now is the time you need the competitive edge that an ISA membership provides—it will be the best investment you make all year.

The International Sign Association (ISA) now serves 2,600-member companies — end users, manufacturers, and suppliers of on-premise signs and sign products in the U.S. and 54 other countries. Belonging to the International Sign Association (ISA) gives you a competitive edge and helps your bottom line.

INDUSTRY PROMOTION

ISA serves our industry as the preeminent resource for information on visual communications. We help educate a vast audience of consumers, small and large business owners, as well as our own membership and related organizations, on the role and value of on-premise signage. www.signs.org website alone has nearly 20,000 unique visitors a month. Signage 101 helps educate any business trying to choose a sign company and find the right type of sign. The ISA Membership & Buyer's Guide serves as your membership directory and helps businesses find a sign company. This online tool provides members with visibility and provides an easy resource to search for sign companies, sign installers, suppliers or distributors.

INDUSTRY EVENTS AND EDUCATION

The annual ISA International Sign Expo is the largest sign show in the world. Members benefit from seeing the newest technology, understanding trends, developing and expanding business relationships, exchanging ideas and networking. ISA works with affiliated regional and state sign organizations to produce valuable regional trade shows throughout the year in convenient settings. ISA offers year-round education through online and face-to-face programs, the new ISA webinar series, and the On the Road programs.

GOVERNMENT RELATIONS

The on-premise sign industry faces regulation from the federal, state and local governments. ISA Government Relations works to address these issues on behalf of our members and the industry at large, providing resources to local government officials that address their sign code questions and help minimize adoption of restrictive sign codes. ISA tracks new legal developments in such areas as commercial speech and property rights involved in the regulation of on-premise signs. ISA's relationships with business groups have served us well in educating officials and regulators. ISA works with the U.S. Chamber of Commerce, Small Business Administration, and state-based groups such as the New York State Small Business Development Center to educate your customers on the business benefits of on-premise signage.

TECHNICAL RESOURCES

ISA provides "one-stop shopping" for relevant information for sign companies to maintain and improve their businesses. The ISA Helpline provides access to industry expertise by phone or e-mail for sign companies, sign users, city planners, attorneys, and other professionals engaged in the sign business. Our industry news published through our website, e-newsletters and bookstores help keep you informed of developments in the competitive marketplace. Our annual Sign Design Competition provides an opportunity for member companies to demonstrate their design talent and achieve national recognition for their work. Our technical & standards staff specialists monitor and help sign companies remain current on a wide array of technical and regulatory issues relating to the industry.

"Keep up the GREAT work! ISA keeps getting better and better. Keep educating and training the industry so member firms keep holding the standards of manufacturing, installation, service and efficiency in a higher regard."

— MEMBER SIGN COMPANY CEO
2008 Membership Survey

ISA Membership Dues Schedule

| Sign Companies | REGULAR DUES | LIMITED TIME OFFER! |
|-------------------------|--------------|---------------------|
| Sales Under \$2 million | \$149 | \$124 Save \$25 |
| Sales Over \$2 million | \$398 | \$348 Save \$50 |
| National Sign company | \$1,650 | \$1,450 Save \$200 |
| International Division | \$150 | \$125 Save \$25 |

Your response must be postmarked by April 1, 2009.

AAAS buckslips & postcards

Special AAAS Membership Offer

**Do you have colleagues
who are not yet members of AAAS?**

If they register to attend the 2007 Annual Meeting in Boston and they will receive a one-year membership to AAAS along with all member benefits. These include a one-year subscription to the journal *Science*, online access to Science and all of its archives, and access to Science Express; international members will receive Science Direct.

This offer is good for advance registration only, and expires on 31 January 2007. Only nonmembers qualify.

Share the news now.

Register Now: Get special discounts on meeting and hotel registration.

Visit www.aaas.org/meetings and select -> Register



Science and Technology for Sustainable Well-Being

Here's a preview of
coming attractions at the
AAAS Annual Meeting,
15-19 February 2007,
San Francisco.

Featured Attractions in San Francisco!

15-19 February 2007

You won't want to miss this year's exciting AAAS Annual Meeting. Symposia will cover global issues at the forefront of achieving sustainable well-being through science and technology— health, energy, environment, development, weapons of mass destruction, terrorism. Cross-cutting sub-themes to be emphasized include:

- the interactions between science and technology in the quest for sustainable well-being;
- policy aspects and issues at the intersection of S&T with sustainable well-being;
- international dimensions of the links between S&T and sustainable well-being; and
- the links between S&T education and sustainable well-being.

Related topics include the role of population growth and other demographic change in the threats to sustainability; adequacy of public and private investments in S&T; the role of S&T in the tension between international cooperation and competition; the politics of what science is and is not; content and process in S&T advice for governments; S&T in the development of Asia, Africa, and Latin America; S&T education and literacy in relation to economic competitiveness and democratic governance; the character and role of "sustainability science" and sustainable resource management; NASA's missions to the Moon, Mars, and planet Earth; the Millennium Development Goals and other global goal-setting efforts; and the impacts of urbanization in the context of sustainable well-being.

Four action-packed days with an exciting interdisciplinary blend of science, technology, and engineering. Don't miss out!



For more details and to register online:
www.aaasmeeting.org

Coming Attractions
in San Francisco
Feb. 2007


ADVANCING SCIENCE. SERVING SOCIETY

Ads: AAAS Annual Conference

Parents, grab your kids. Kids, grab your parents.

Everybody, Come to Family Science Days!



16-17 February 2008
11 AM-5 PM
Hynes Convention Center

900 Boylston Street, Boston
Hynes Convention Center/ICA Stop
Green Line (B, C, or D trains)

Have you ever wondered how clouds ... or stars form?
Do you want a robot that follows your every command?
If so, then come to AAAS Family Science Days.
Our stage shows and exhibits are waiting to dazzle
you with the mysteries of science.

Brought to you by the
science folks at AAAS.
www.aaasfsd.org



Meet the Scientists at AAAS Family Science Days!

IT'S ALL FREE

Presented by the
American Association for the Advancement of Science (AAAS)
and Science Chicago

Enjoy fun, hands-on science learning opportunities, provided by Chicago-area laboratories, universities, and science centers during AAAS Family Science Days, 11:00 a.m. - 5:00 p.m., Saturday and Sunday, February 14-15, in the Hyatt Regency Chicago's Riverside Center Exhibition Hall. In addition to exhibits and stage shows suitable for children with families, educators, and others, AAAS and Science Chicago plan a Meet the Scientists series for middle- and high-school students.



Saturday, February 14

- 11:00AM Exciting Physics Demonstrations
University of Illinois, Urbana-Champaign,
Physics Van
- 11:30AM Robots - Humanoid Dance: BioloId
- NOON A New Dinosaur-Eating Crocodile
Paul Semco, Professor, University of Chicago;
President and Co-founder, Project Exploration;
and Explorer-in-Residence, National
Geographic Society
- 12:30PM Meet Josh Zepps, Science Channel's host of
new series, *Brink*
- 1:00PM Exciting Chemistry Demonstrations
Lee Marek, Chemist, University of Illinois,
Chicago
- 2:00PM Kinetic City Science Gym - A Fun Workout
for the Brain and Body
- 2:30PM FerriLab: Mr. Freeze! Show
- 3:00PM Where Have All the Bees Gone? Why Should
We Find Out?
May Berenbaum, Professor of Entomology,
University of Illinois, Urbana-Champaign
- 3:30PM The Computer Science Roadshow!
Presented by Students from Carnegie
Mellon's School of Computer Science
- 4:00PM Science Is To Know the World in All Its
Splendor
Leon Lederman, Nobel Prize Winner in
Physics, Pritzker Professor of Science, Illinois
Institute of Technology; and Director
Emeritus, Fermi National Accelerator
Laboratory

Sunday, February 15

- 11:00AM Exciting Physics Demonstrations
University of Illinois, Urbana-Champaign,
Physics Van
- 11:30AM The Computer Science Roadshow!
Presented by Students from Carnegie
Mellon's School of Computer Science
- NOON Peregrine Falcons: Back from the Brink of
Extinction
Mary Hennen, Bird Collections
Assistant, Field Museum; and Director of
the Chicago Peregrine Program
- 1:00PM Hip-Hop Music and Math
Juan Gilbert, TSY's Distinguished Associate
Professor of Computer Science and Software
Engineering, Auburn University
- 1:30PM It's Fun Being on Cloud 9
- 2:00PM Mysteries of Space and the Dark Universe
Rocky Kolb, Arthur Holly Compton
Distinguished Service Professor of Astronomy
and Astrophysics; and Chair, Department of
Astronomy and Astrophysics, University of
Chicago
- 2:30PM Kinetic City After School - The After-School
Online and Hands-On Science Adventure
- 3:00PM X-Ray Vision: Not Just for Superman Anymore
Uwe Bergmann, Senior Staff Scientist in
Physics, SLAC National Accelerator
Laboratory
- 3:30PM Robots - Humanoid Dance: BioloId
- 4:00PM Asteroids, Alien Life, and UFOs
Mark Hammegren, Director, AstroScience
Workshop, Adler Planetarium

*This schedule is subject to change. Register on-site to receive a free pass to this community-service event.

See: www.aaas.org/meetings/fsd



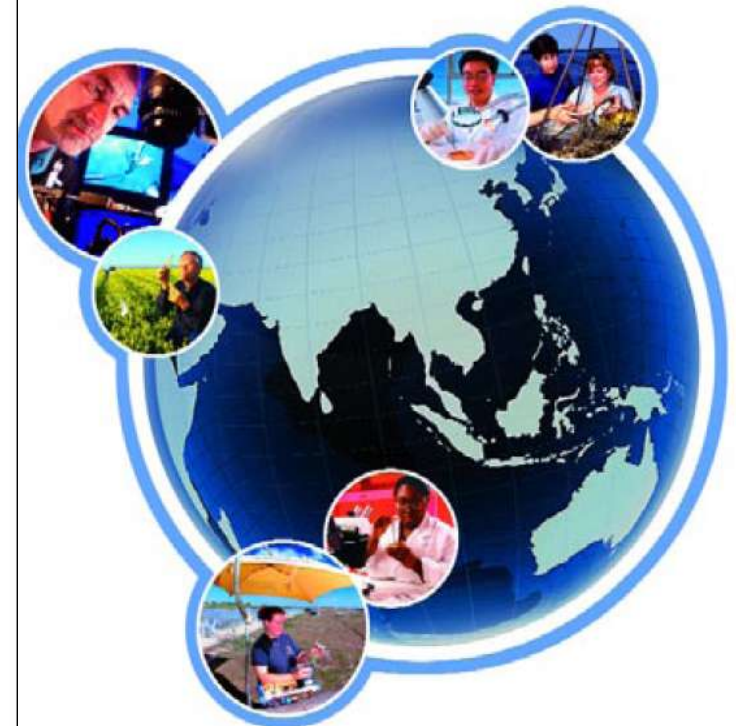
Baxter



Special AAAS Membership Offer

Do you have colleagues
who are not yet members of AAAS?

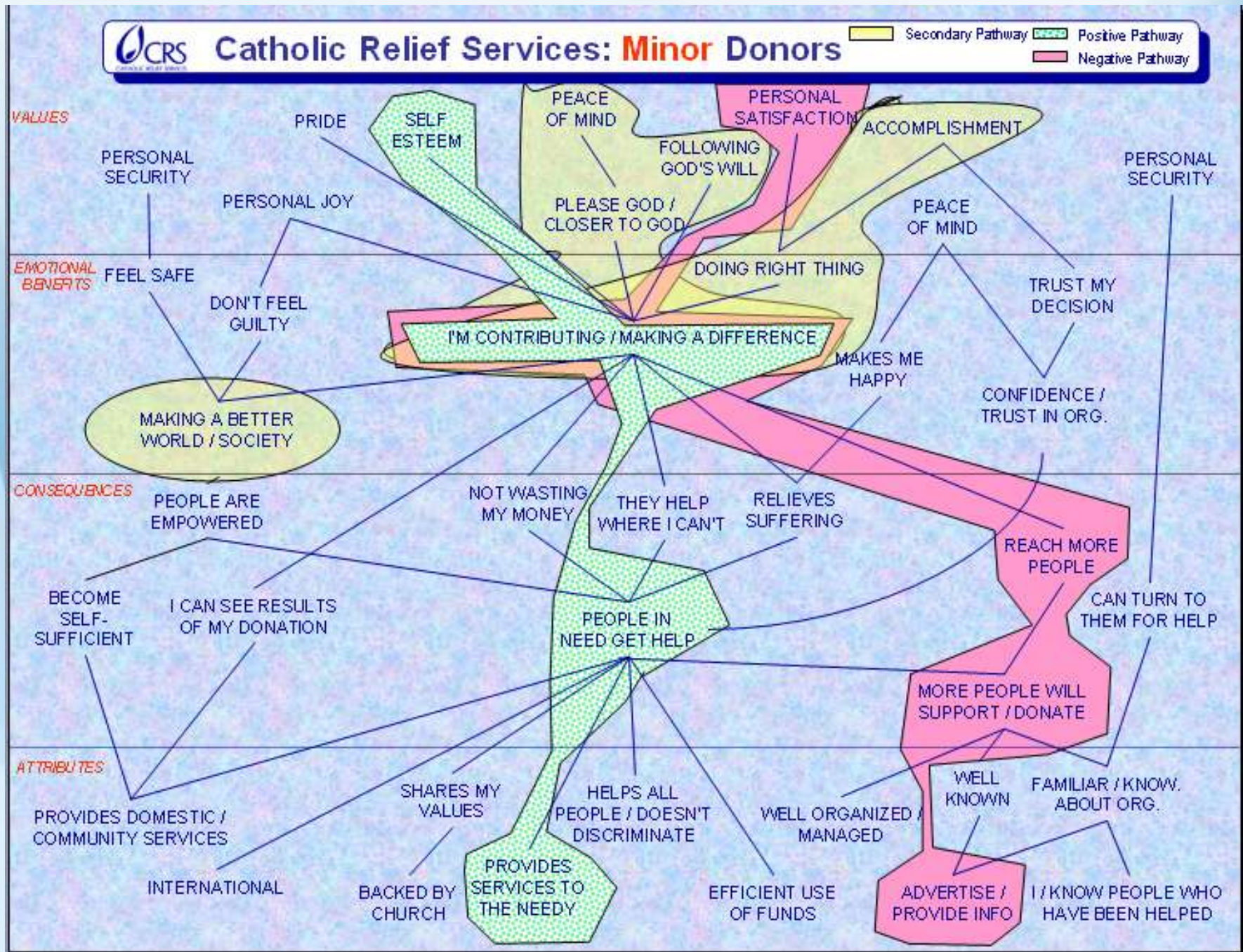
If they register in advance for the 2008 Annual Meeting in
Boston and they will receive a one-year membership to AAAS



Putting it All Together

- Effective association communications needs
 - Optimal use of each channel
 - “Old tools” have their place
 - Integration of new tools/technologies in mid-cycle
 - Appropriate frequency based on audience tolerance, expectations
 - Measuring effectiveness appropriately
 - Testing techniques
 - Direct metrics: open/clickthroughs, traffic reports, response rates
 - Indirect measures: word of mouth, reach, influence
 - Qualitative assessment: test-driving, secret shopping
 - Determining where you can improve
 - Making appropriate incremental steps and post-evaluating

Image/positioning



Closing Comments/Questions

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College of Association Marketing

