

April, 2006



## International Association of Conference Center Administrators

### “Emerging Trends” is Theme for 2006 Conference

The theme for 2006 IACCA Conference is “Emerging Trends.” The conference will focus on the new technologies that are available to conference center professionals and provide valuable insights into just how you can use these tools in your day to day operations.

The keynote speaker for the conference is noted consultant and author Peter C. Brinckerhoff. Peter’s book, Mission-Based Management- Leading Your Non-Profit into the 21st. Century has become a guide for the management of non-profit organizations and we are fortunate to have Peter share his insights as part of the 2006 conference.

A former VISTA volunteer, Peter received his B.A. from the University of Pennsylvania and his Masters in Public Health Administration from Tulane University. He brings years of experience in the field to his work, as he is a former board member of local, state and national non profits. Since founding his consulting firm, Corporate Alternatives, in 1982, Peter has helped thousands of organizations become mission capable.

To longtime IACCA members, Peter’s presentation at the Fall, 2006 conference marks his return to the association’s annual meeting as a valuable authority on non-profit management.



*This year’s conference moves westward as IACCA visits Zephyr Point Presbyterian Conference Center in Zephyr Cove, Nevada. Our member hosts are Dorman and Janet Leader of Zephyr Point, which is located on Lake Tahoe.*

The conference will begin on Monday, October 30 and conclude on Friday, November 3. Zephyr Point offers beautiful guest rooms with two beds and private baths. We will be utilizing the Tallac Centre for both sleeping and meeting room space.

Make your plans now to attend the 2006 Annual Conference. Early bird registration materials will be available shortly. Watch for more information on the website and in the newsletter as the conference approaches.

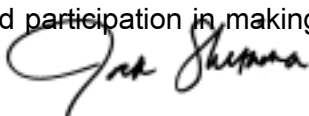
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## President's Message

As one can see from the other articles in this newsletter, the IACCA board accomplished much during its Spring meeting at Seabeck. In addition to the work of the each of the committees, the Board also addressed several items related to the future of the association:

- Reaffirmed its decision to increase transparency by making annual and board meeting minutes available on-line
- Approved a Nomination Committee recommendation to provide time at the Annual Conference for each candidate for IACCA office to briefly address the membership in an attempt to increase voter participation
- Approved 2006 Executive Director (ED) goals, contract and action plan. Approved 2006 Budget
- Reviewed our Strategic Plan to monitor progress and develop additional initiatives
- Approved a motion to extend an invitation to each IACCA executive member to add up to two of their board and/or judicatory members to the IACCA electronic mailing list
- Continued the process of IACCA Board job description review and update  
Reviewed whether our members are individuals or centers. While affirming our current position that IACCA is an association of individuals, the Board also approved a motion to extend a complimentary membership for the balance of the membership year to any person who succeeds an IACCA executive member who has recently departed the center.

The Board continues to work to increase the association's value to our members. We welcome your input and participation in making IACCA stronger.



## Have You Noticed??

In honor of IACCA's 30th. Anniversary, Chuck Lehman from Lehman and Lehman has designed a special logo to commemorate this moment in IACCA history. Look for the new logo on all promotional material for the 2006



Conference, as well as on special items that will be available for purchase at Zephyr Point.

## Preparing for 2006 Nominations/Elections

The Nominating Committee has been charged by the Board to carry out the association's annual election of officers. Headed by member at large Tony Baker, this committee is focused on involving more IACCA members in leadership roles in the association.

One of the committee's objectives is to assure a full slate of officers for every open office. This year, IACCA will be soliciting nominations for a president-elect and a member at large.

Committee recommendations will be submitted to the Board in June and ballots will be emailed to members prior to the fall conference. As usual, member may vote electronically prior to the conference or in-person at the conference. This year, there will be an opportunity for members to learn about the candidates during a special forum at the conference. Many thanks to Tony and his entire Election Committee for undertaking this important task.

## A Look Back

***Editor's Note: As part of IACCA's 30th. Anniversary Celebration, we've asked members to write short retrospectives about IACCA "through the years." Al Meyer, former Executive Secretary, is first on board with his perspectives called "A Giant Leap."***

1994 was a memorable year for me. IACCA was at the point where it needed to provide assistance to the Board and membership beyond the scope of the secretarial service in California we had been using. The Board decided to employ an Executive Secretary for 15 hours per week. I applied for the position and was honored to be asked to serve as IACCA's first employee.

Wow! As the membership grew, the 15 hours often doubled, although I was paid the original annual rate. My responsibilities included:

- Maintaining the membership data base
- Providing a friendly, interested voice on the phone and fast response to requests
- Setting up a complete office in my home
- Handling all mailings, conference registrations, and Board/committee travel arrangements
- Arranging for the design and printing of brochures and KCW and Annual Conference materials
- Recruiting new members
- Displaying at the IACCA booths at ACA and CCI conferences
- Keeping records of KCW requirements for graduation of those enrolled
- Providing support for the Annual Conference in addition to registrations: covering the Conference office along with the committee, seeing that all supplies were on hand, and circulating among participants to offer a welcoming and helpful presence

I decided to retire from the position in 2002 and soon afterward the Board hired Carol Westphal as Executive Director.

It has been one of the finest experiences of my life to have served IACCA for 8 years as an employee and for all 30 years as a member. Many treasured friendships have come as a result of this endeavor and I remain in close connection to many association members I have known over the years. May this wonderful organization continue to grow and serve many more leaders in the conference center field.

About the author...

Al and Dot Meyer are longtime supporters of IACCA and continue to maintain their Life Memberships in the association. They can be reached via e-mail at [ameyer5@twcny.rr.com](mailto:ameyer5@twcny.rr.com)



*Some of IACCA's current board and committee members met at Seabeck in April to set policy for the 2006 year.*

## IACCA Briefs...



### Conference Committee Is Busy

The CPC (conference planning committee) reports that our plans for Zephyr Point October 2006 are coming along very nicely.

I have an outstanding, hard-working, be-sure-to-get-it-done committee and so my job becomes a cake walk. Our first "big" publication will be out in May. Look for it and enjoy and savor all of the info which it will provide. And...see you all in Nevada.

Mary Quinn, Chair



### Scholarship Update

Several members have inquired about the availability of scholarships for the upcoming fall KCW's, as well as the fall conference.

Funds for the scholarship program are generated at the fall conference through the wonderful silent auction that is run so expertly by Tom Hall and Tink Rabey. This year's silent auction is sure to contain a few surprises as IACCA celebrates its 30th. anniversary in Lake Tahoe.

In 2005, the Silent Auction raised \$2,062 for the scholarship fund. For the recent KCW and Capstone seminars that took place at Honey Creek, scholarships in the amount of \$1,300 were disbursed.

Under the rules of the scholarship fund, only the funds raised at the previous conference plus 5% of investment funds can be used in any given year for scholarships. If you feel you may need a scholarship, please plan on applying early.



### Mark Your Calendars

In addition to the Fall Conference at Zephyr Point, the fall KCW's will also take place at this beautiful location. The KCW's will take place just prior to the conference on October 28 and 29, 2006.

The two topics for the fall KCW's are Hospitality and Facilities Management. For additional information about KCW's, please contact Education Chair Anne Horton at [ahwildlife@cybrtyme.com](mailto:ahwildlife@cybrtyme.com).



### Emerging Trends

"Emerging Trends" is the theme of the fall conference, with two plenary sessions scheduled: Peter Brinckerhoff and Don Goehner and numerous workshops, hot topics, and crackerbarrels. The committee includes Mary Quinn, Janet Begley, Janet Leader, Tony Baker, Kim Riper, Jack Shitama, Norm Ross, Ann Emerson, Gary Sasse and Chuck Lehman.



### IACCA's 30th. Anniversary

Have you ever wondered what that first IACCA meeting was like... who attended, where was it held?

At the recent meeting at Seabeck Christian Conference Center, IACCA Historian Larry Hill and 30<sup>th</sup> Anniversary Committee Co-Chair Carol Becka reviewed hundreds of slides and photographs from 30 years of IACCA Annual Conferences. You'll get a chance to see IACCA's founders...and some classic moments in IACCA history...at the annual awards banquet at Zephyr Point.

The committee promises that the show will be a treat for veterans and newer members alike.

## Member's Center Spotlight

**Georgia Episcopal Conference Center  
Honey Creek  
Waverly, Georgia**



A brand-new feature of the IACCA newsletter continues in this issue with the "Member's Center Spotlight" taking a look at the Georgia Episcopal Conference Center- Honey Creek. This center was the site of the recent KCW's and Capstone seminar.

Honey Creek is managed by IACCA members Rev. James Cox, who is assisted by another IACCA member, Harry Jenkins. It is located on 100 beautiful acres on a tidal creek on the southeast Georgia marsh and is owned by the Episcopal Diocese of Georgia.

The center has accommodations for 176 people including 80 in motel rooms. To maintain an atmosphere of serenity, there are no televisions or telephones in the rooms. All facilities are heated and air conditioned. Facilities include a swimming pool, sports field, nature trails, ropes course, camping spaces and RV hookups.

For more information about Honey Creek or to watch a video of this beautiful facility, please visit their website at [www.honeycreek.org](http://www.honeycreek.org).

## Membership Committee News

The Membership Committee met in conjunction with the IACCA Board meeting in Seattle earlier this month. Highlights of the membership report included the following.

- The IACCA website has been completely reformatted and posted. Pictures will be changed on a regular basis to highlight various member centers. A special page has been added for business members and annual conference vendors. We are currently testing the interactiveness of the new web server with the potential of membership surveys, in addition to making the membership directory more searchable.

- We are committed to more publications for the membership... Perspectives, Newsletters, Take 10's, and a printed membership directory, in addition to programs to stimulate new members.

- We reaffirmed that we are an organization of members not centers.

- We supported a recommendation that will allow a new member to join in the late fall, and have their initial dues carry them for up to 15 months. We felt this could prove to be helpful in the case where a member leaves a center, and a new Executive is hired.

- We reviewed and approved the marketing plans for the 2006 annual conference. New this year, members will be able to register and pay on line for both the conference and scheduled side trips.

The Membership Committee is chaired by Norman Ross and Chuck Lehman. Members include Larry Hill, Carol Becka and Janet Begley.

## Report from the Education Committee

Anne Horton, Chairperson

Members of the Education Committee along with the 2006 Capstone Class have developed a group of Core Principles that are being incorporated into the curriculum of the Key Content Workshops, Capstone, and Re-certification.

The IACCA Board has endorsed these core principles. Over the next several months, I will be sharing these principles with you. These are principles we should all be striving to incorporate into the life of each center.

## Core Principles for Professional Conference Center Management

### I. General Management

1. A nonprofit organization exists to meet some level of public good.
2. Mission-based organizations are not exempt from all applicable laws and regulations.
3. Innovation and continuous improvement should be a way of life.
4. Centers should follow established best practices in their day-to-day operations.
5. All aspects of center operations must be integrated with the mission statement.
6. Planning is an essential and continuing process.
7. Good stewardship of assets and resources is a responsibility of every staff member.

### II. Business Administration & Governance

1. A clear delineation of the roles of the owner(s) and the executive and the linkage between them is essential.
2. Data and reports must be accurate, actually used, a fair representation, and retained appropriately.
3. A center must be managed in a way that has moral and legal integrity and which could be made public at any time.
4. Risk management is both an ethical and a legal obligation.
5. A center should establish clear lines of multi-directional accountability.
6. Policies and procedures should be established, adhered to, published, and reviewed on a timely basis.