



# IACCA NewsNotes

January, 2008

## New Membership Category Announced By Board

The International Association of Conference Center Administrators (IACCA) has created a new membership category, Member Center. This new category of membership recognizes IACCA's foundation as an association of individuals while it addresses the organization's future as a network of centers led by outstanding conference center professionals. Each center has the opportunity to join as an entity, but will also be able to designate which of its staff are the member representatives.

### Member Centers will enjoy several new and exciting benefits:

- Reduced membership rates for multiple members from qualifying centers which will allow additional center staff to enjoy membership benefits. For example, a center with one Executive Member and two Associate Members currently pays annual dues of \$435. As a Member Center, they will pay only \$395. All current membership categories will still be available.
- A searchable IACCA website designed to bring additional bookings to IACCA Member Center conference and retreat centers. This website will be promoted via pay-per-click advertising, and will highlight all IACCA

Member Centers by area. Each Member Center may have a link on the website allowing meeting planners instant access to facility information.

- Exclusive right to use the IACCA Member Center designation in marketing materials.

**Consult the following chart to see how the new dues structure can help your center:**

<b>Membership Category</b>	<b>Annual Dues</b>
<b>Member Center</b> <i>(1 executive member only)</i>	<b>\$295</b>
<b>Member Center</b> <i>(1 executive member and up to 2 associate members)</i>	<b>\$395</b>
<b>Member Center</b> <i>(1 executive member and 3 associate members)</i>	<b>\$470</b>
<b>Executive Member</b>	<b>\$245</b>
<b>Associate Member</b> <i>(an additional member from a center with an Executive Member)</i>	<b>\$95</b>
<b>Business Associate Member</b>	<b>\$245</b>
<b>Affiliate Member</b>	<b>\$70</b>
<b>Student Member</b>	<b>\$25</b>

Complete information regarding IACCA 2008 dues options will be included in January membership invoices. If you would like additional information on becoming a Member Center, please call Janet Begley at (772) 562-4017.

## New Committee Formed by IACCA Board

To help facilitate member communications, the IACCA Board has now established a **Technology/Communications Committee**.

Responsibilities for the new committee include the management and promotion of the IACCA website; the membership utilization of MemberClicks website membership tools; and the packaging and distributions of various communications and publications of the Association.

According to Chuck Lehman, the committee is excited by the opportunity of defining the effectiveness of technology to the membership. "We have plans on assisting the members in personalizing the usage and interaction of the IACCA MemberClicks," said Chuck. "Watch for new mailings throughout the year on this valuable membership tool."



*Chuck Lehman*

Should anyone have questions on this new committee or its functions please contact any of the committee members:

- Chuck Lehman — [chuck@lehmanandlehman.com](mailto:chuck@lehmanandlehman.com)
- Norm Ross — [tonormross@aol.com](mailto:tonormross@aol.com)
- Chuck Kraining — [chuck@seabeck.org](mailto:chuck@seabeck.org)

## Special Thanks

On behalf of the IACCA Board, the Program Committee and the entire membership, we wish to extend our thanks to the C.A. Vines 4-H Conference Center in Little Rock, Arkansas for their hospitality during the 2007 Fall Conference. A big thumbs-up to Executive Director Bob Blake, Associate Director Tony Baker and the great staff for making this one of IACCA's best conferences ever!

## A Message from the President

Happy New Year! Although correct by the calendar, it seems like IACCA's "new year" starts right after the Annual Conference. When we are all energized by the education and networking and fellowship that happens at conference, it feels like a fresh start as we return to our centers full of ideas and enthusiasm.

The Board is pursuing new projects as well, some of which are described elsewhere in this newsletter. Of special note is work now being done to create a package of enhanced member benefits based on the results of the on-line survey in which many of you recently participated. You will be hearing more about these in the near future.

And although my participation in the conference was limited by my unexpected stay in a Little Rock hospital, this feels like a new start to me as well. IACCA has been a great source of support and friendship for me during these past nine years, and it is an honor and a privilege for me to assume its presidency.

I want to express my thanks and that of the association to Jack Shitama for his six years as President. He provided stability and maintained an even keel through the many challenges faced by IACCA and our industry and we are fortunate to have had his steady leadership. You'll be a tough act to follow, Jack - but I'll give it my best.

I'm looking forward to working with all of our membership to make IACCA an even stronger resource for the education, professional development and support of not-for-profit conference center leadership. Together, we'll make it a very happy new year.

Blessings,

*Carol*

## Survey Results Are In:

### **Membership Will Become Even More Valuable**

Over the past several weeks, members have been asked to reply to a special survey to determine the value of particular membership benefits. With survey responses received from over 60% of our members, it's official! Here are the results:

- Over 70% of members find the annual conference, CCCP training, the new MemberClicks on-line directory, this monthly newsletter and in-depth articles like Perspectives and Take Ten's very valuable.

***What's exciting is that an equal number are strongly interested in some new benefits which include:***

- On-line Access to benchmarks (85.1%).
- A new or improved website to market Member Centers geographically (74.7%).
- A low cost way to conduct site visits to other IACCA member centers (73.3%).
- An inexpensive peer-to-peer consultation process for centers (71.6%).
- A center certification program (70.2%).

## **Ed Committee's IACCA Cookbooks Still Available**

A limited number of IACCA Cookbooks remain for purchase. These books contain recipes submitted by our member centers and were produced by the Education Committee. The cost is \$12 each or quantities of five or more for \$10 each. These are perfect items to offer in your center's gift shop. Please e-mail Janet at [iaccaoffice@aol.com](mailto:iaccaoffice@aol.com) to place an order.



## Membership Committee Plans for 2008

Through a recent on-line survey, the IACCA Membership Committee has learned some interesting facts about IACCA members. For example, more than 40% of IACCA Conference and Retreat Centers also operate camps, accounting for a fifth of their revenue. The committee believes that optimizing the link between the camp and retreat businesses definitely warrants more study in the coming year.

The first challenge for the membership committee is to expand by at least 50% the number of IACCA members within the next year. With the new **Member Center** category, and additional benefits such as the web site designed to bring additional business to your center, (just one new group can more than justify a year's dues), joining IACCA becomes a smart business decision. The committee also plans to institute a membership development program asking that each existing center recruit at least one new member. As a committee, we'll be there to help you reach this goal.

And there's more. The committee will work with consultants to establish a benchmarks that let members gauge their performance in the management of their centers (i.e. How much time and how much labor is needed to prepare breakfast for 30? How long does it take one person to make beds and clean a room? What percent occupancy is needed to break-even? What is the average executive's salary and benefits?). This allows members to maximize their potential and better serve constituents. Add to this an amazing annual conference, pages of relevant articles and outstanding educational programs, professional certification, the fellowship of colleagues and friends and so many other benefits, and IACCA membership becomes a necessity for every center and staff person.

The Membership Committee consists of Dick Goldman, Chairman, Tony Aldridge, Tony Baker, Laura Diamond, John Grix, Bruce Jensen, Jeremy Jackson, Linda McGinn, Kate Ekberg and Kathy Trotter.

## The 2007 IACCA Annual Conference Re-Cap

More than 75 members and guests gathered November 5<sup>th</sup> to 9<sup>th</sup> at the C.A. Vines 4-H Center in Little Rock, Arkansas. It was a time of learning and fellowship as men and women focused on important issues including technology and the environment.

*Cyber Safety, Utilizing the Internet and Computer Maintenance* were three workshops that were able to use the wonderful computer lab at the center. A two-part workshop on *Staffing Issues* covered a wide range of topics, providing site directors with a wealth of knowledge and resources to take home and utilize. IACCA members had 16 different workshops to choose from to further their skills and education.

Attendees also had fun! Guests were entertained with an authentic Arkansas fish fry and the delightful music of *Harmony* – a trio who provided true Ozark Mountain music for the crowd. At the end of the week, a large group visited the Clinton Presidential Library and then enjoyed dinner at a variety of restaurants along the riverfront.

Bob Blake and Tony Baker were excellent hosts, along with their fine staff at the 4-H Center. The conference concluded with an Awards Brunch, where 11 individuals were re-certified as Conference Center Professionals and three individuals received their certification for the first time. Outgoing board members Tony Baker and Kim Riper, along with outgoing president Jack Shitama, were recognized for their service to IACCA.



The 2008 Program Committee meets February 7-10 in Green Lake to begin their work on the 2008 Annual Conference, scheduled for October 27-31. Committee members include Ann Emerson (chair), Ann Ashe, Janet Begley, Brad Carroll, Carol James, Chuck Lehman, Byron Pegram, and Tink Rabey-Hall.

## Change Approved to IACCA By-Laws

At the IACCA Annual Meeting in November, the membership approved a change that requires any amendment to the IACCA By-Laws be approved by a majority vote of the membership. Effective immediately, the By-Laws can no longer be changed by the Board of Directors but only by the association's members at the annual meeting. This vote may take place in person or by proxy at the annual meeting. Secretary/Treasurer Roy Quist has amended the By-Laws to reflect the change. A new copy of the By-Laws is posted on the IACCA website.

## Help Needed!

Are you missing?? Does your photo show up in the on-line membership directory or is there a photo of some other 'character' taking your place??

Log on to MemberClicks and make sure we have a current digital photo. If not, please e-mail it to [Chuck@lehmanandlehman.com](mailto:Chuck@lehmanandlehman.com). We can accept most digital formats.

## Election Results Are In...

Our thanks goes out to all members who voted in the election of officers this fall. It was a very close election. We welcome these newly elected members to the IACCA Board: Tink Raby-Hall – Vice President Elect and Ann Ashe – Member-at-Large. Congratulations to these new members of the board!

We would also thank those members who agreed to submit their names for consideration as candidates. It is a positive statement about IACCA when members are willing to step up and invest their time and talents with the organization. The Nominating Committee was comprised of Tony Baker, Rex Miller and Dale Hoppe.



**Key Content Workshop (KCW) REGISTRATION  
Spring 2008**

**Hospitality KCW:**

**March 29 at 2:00 p.m. to March 30 at Noon  
C. A. Vines Arkansas 4-H Center  
Little Rock, AR**

**Workshop Fee**            \$195 Early Bird            \$225 after 3/1/2008  
**Meals & Lodging**    \$125 Single per night    \$100 Double pp per night    \$50 Commuter

**Facilities Management KCW:**

**March 30 at 2:00 p.m. to March 31 at Noon  
C. A. Vines Arkansas 4-H Center  
Little Rock, AR**

**Workshop Fee**            \$195 Early Bird            \$225 after 3/1/2008  
**Meals & Lodging**    \$125 Single per night    \$100 Double pp per night    \$50 Commuter

Name \_\_\_\_\_  
Title \_\_\_\_\_ Center \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, ZIP \_\_\_\_\_  
Phone \_\_\_\_\_ FAX \_\_\_\_\_  
E-Mail \_\_\_\_\_  
Room Mate (you MUST provide your own for double occupancy) \_\_\_\_\_

Registering for: \_\_\_\_\_ Hospitality    \_\_\_\_\_ Facilities Management  
Workshop Fee(s) \_\_\_\_\_  
Meals and Lodging \_\_\_\_\_ Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_  
Total Enclosed \_\_\_\_\_

\_\_\_\_\_ Check or money order enclosed. Please make your check out to IACCA.  
\_\_\_\_\_ Credit Card (VISA or MasterCard only): Name on Card \_\_\_\_\_  
Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Signature (required for credit card payment) \_\_\_\_\_

**Scholarships:** If you are applying for a scholarship, contact the IACCA office for more information.

**Mail to: IACCA Registrar, 7476 E. 29<sup>th</sup> Avenue #52, Denver, CO 80238**

Please direct any questions to the IACCA office on (772) 562-4017 or iaccaoffice@aol.com.

**Registration deadline March 15, 2008**