



# IACCA NewsNotes

July, 2007

## IACCA Prepares for New Member Service Program

### *MemberClicks to be Introduced at Annual Conference*

At the spring meeting of the IACCA Board of Directors, the Membership Committee presented a report on how the Association could better utilize technology and be more effective in serving our members. The recommended online service presented is called **MemberClicks**.

The Board, along with the Membership and Education Committees, were involved with a "webinar" which was an online interactive demonstration of the product. After checking with many existing agencies and users of **MemberClicks** the Board took action to establish an IACCA **MemberClicks** account which will come on line later this summer.

**MemberClicks** for IACCA will greatly enhance our organization's member management and online community needs. Here is a list of some of the features:

- **Membership Directory** – The searchable online membership directory will allow members the capability of updating their individual information. The directory has a complete listing of name, address, phones, email addresses and picture fields all available for searching and reporting functions.



- **Member Communications** – **MemberClicks** will facilitate our member communications and event registration through automating our membership applications and dues renewal processes. We will also be able to post surveys to gain valuable feedback. The ListServ functions will be greatly enhanced from our present system allowing for customized broadcast of emails, fax capabilities and the sharing of newsletters and other communication pieces.
- **Event Calendar** – The IACCA calendar of events will include visual calendar display, event list display and custom event detail pages.
- **Online Forms** – Registration for membership renewals and IACCA events, such as KCWs and Annual Conference will be available via the IACCA **MemberClicks** including the online payment process.

*continued on page 2*

## MemberClicks Helps Members Manage IACCA Affiliation

Continued from page 1

- Web Site Integration –**  
*MemberClicks* for IACCA will be integrated into the IACCA web site that will make it accessible to IACCA members by use of a “username” and “password.”



**The Arkansas 4-H Center Computer Lab will be turned into a MemberClicks training site during the annual fall conference.**

We are excited about this step forward in better serving our membership through this technology. This service will allow the *IACCA Community* to draw closer and will allow our Executive Director the opportunity to better manage and serve our association.

Much, much more will be shared at this fall's Annual Conference. A work session is scheduled on *MemberClicks* as well as plenty of opportunities for “hands on” use. For more information on *MemberClicks* please feel free to visit their web site at [www.memberclicks.com](http://www.memberclicks.com).



## A Message from the President

You've probably heard the saying, “We're only as good as our constituent parts.” This certainly applies to IACCA and its leadership. We are only as good as our membership and the people who are willing to participate.

Fortunately, we have a great membership. I think you'll agree that our membership is made up of some of the most professional, competent, enjoyable people we know (and good looking, too). So, the only question is, who is willing to participate?

This year we'll be electing two officers, Vice President and Member-at-Large. You'll soon be receiving information from our Nominations Committee. It will describe the positions, the nomination and election process and ask you to help us put together an outstanding slate of candidates. We've been quite pleased with how this process has worked in the past few years because our membership has been provided with excellent persons from whom to choose.

Please help us to do this again by considering whether you're willing to serve or if there are others whom you could recommend. In either case, what's most important is that IACCA will benefit because we take this essential task seriously, giving it the earnest and thoughtful consideration it deserves. Thanks for doing your part.



## Questions About Little Rock???

Since we announced the site of this year's annual conference, the IACCA office has received many questions about the city. To answer some of these questions, we turned to the "official" site for news and information- the Little Rock Visitors Bureau.

From area background to transportation, from business and law to weather and entertainment - this section answers your frequently asked questions about Arkansas' Capital City.

*I believe in Arkansas as a land of opportunity and promise.*

*I believe in the rich heritage of Arkansas and I honor the men and women who created this heritage.*

*I believe in the youth of Arkansas who will build our future.*

*I am proud of my state, I will uphold its constitution, obey its laws, and work for the good of all its citizens.*

—The Arkansas Creed (1972)

### Where is Little Rock located?

Little Rock, the capital city of Arkansas, is located near the center of the state at the junction of Interstate Highways 30 & 40, and on the south bank of the Arkansas River. Also located near the geographical center of the United States, Little Rock, as well as Arkansas, is in the center of what is commonly referred to as the Sunbelt.

### What is the population of Little Rock?

184,055 in the Little Rock city limits; 580,625 in the Greater Little Rock Metropolitan area.

### What is the average temperature?

Summer (July) 81.4 degrees; Winter (January) 39.5 degrees; annual average is 61.7 degrees.

### What is the altitude?

286 feet above sea level; residential area between 300 and 630 feet above sea level.

***Downtown Little Rock is a wonder of cultural, historic and entertainment venues.***



### What is the area?

Little Rock: 105.4 square miles; North Little Rock: 37.30 square miles; Pulaski County: 771.0 square miles.

### What is the average rain fall?

48.52 inches. Average snowfall: 5.2 inches.

### How did Little Rock get its name?

In 1722 the French explorer, Bernard de LaHarpe, sailed up the Arkansas River and upon sighting the first rock bluff since leaving the Mississippi River, called it "La Petite Roche", the Little Rock. The city's namesake, "La Petite Roche", is located at the north end of Rock Street overlooking the river and is part of the sixteen acre Breckling Riverfront Park.

### When did Arkansas become a state? Rank? How many counties?

Arkansas became the 25th state admitted to the union on June 15, 1836, and is made up of 75 counties.

### Do you have a local newspaper?

The Arkansas Democrat/Gazette is the local newspaper. Log on to their website for more information.

Arkansas Democrat/Gazette  
([www.ardemgaz.com](http://www.ardemgaz.com))

### How do I get more information?

Log on to [www.littlerock.com](http://www.littlerock.com) to tour the city through the efforts of the Visitor's Bureau. A complete list of local attractions is available here.

## List-Serv... What's List-Serv?

One of the many benefits of IACCA membership is the opportunity to belong to the IACCA List-Serv.

For those of you who are new to the association, List-Serv is an on-line community of IACCA members, ready and willing to answer questions posed by other members. The association also uses List-Serv to distribute important information to members in a timely fashion.

The IACCA List-Serv is managed through Yahoo Groups and as such, you must be a member of Yahoo to use the List-Serv. There is no charge to join Yahoo; it's as simple as setting up a user name and password on the Yahoo website.

To join the IACCA List-Serv, go to Yahoo.com and click on Groups. It will ask you which group you wish to join and the name of the group is iaccamembers. It will then ask you for a user ID and password and you can register your personal information at this time.

After you are registered, you can select the option to join the group. Yahoo will send the IACCA office an e-mail, indicating that you have requested permission to join the list-serv. Once your membership is verified, you will receive a notice from Yahoo, indicated that you are now a member of the List-Serv.

Unfortunately, there are some limitations with the Yahoo system. We are limited to the size of files we may send so unfortunately, we sometimes can't use the system correctly. Also, if you change your e-mail address, you must re-register with Yahoo in order to continue your membership on the list-serv. This is something you must do from your own desktop computer- IACCA cannot do this for you.

If you are having trouble with list-serv, please call Janet in the IACCA office at 772-562-4017 and she will be glad to walk you through it. Once you join, we're sure you'll see the value of this on-line community.

## Using the IACCA Website

Got a question about certification?

Want to know where the Annual Conference will be held next year?

Or need an extra copy of *Perspectives* for your new staff member?

There's a simple solution to all of these queries- the IACCA website



By logging on to [www.iacca.org](http://www.iacca.org), you can discover a wealth of information about your association. The types of information that can be found on the website are included on the navigation bar on the left side of the home page. Simply click on an area of interest and you'll be directed to the page that contains information about the topic.

For example, let's say you'd like to download the last two issues of *Perspectives*. Simply click on the left navigation bar area marked *Perspectives* and you will be taken to the page where you can download any of the past issues.

There is a special section on the website that is devoted strictly to members. It is password protected so that people who are not IACCA members can't download minutes from meetings or a copy of the membership roster. If you would like to peruse the "Members Only" area of the website, the password is **can be obtained by calling the IACCA office at 772-562-4017.**

We make every effort to keep the website current but sometimes, mistakes occur. If you spot one, please drop Janet an e-mail at [iaccaoffice@aol.com](mailto:iaccaoffice@aol.com) and she'll correct it as soon as possible.

## Member Spotlight: The Lorado-Taft Field Center Oregon, Illinois

Located just outside the city of Oregon, Illinois, the Taft Campus has a rich history. During the summer of 1898, the noted American sculptor Lorado Taft and a small group of artists, architects and scholars came to the estate of Wallace Heckman, an idyllic property located on a wooded bluff overlooking the Rock River.

They established a summer retreat as a place to work, exchange ideas and socialize in peaceful isolation



away from the distracting pressures and oppressive summer heat of the city. This enclave became known as the Eagle's Nest Art Colony and flourished until the death of its last original member in 1942.

In 1951, Northern Illinois University acquired a portion of the Heckman estate including heavily wooded areas, open fields, ravines and the site of the original art colony. Named in honor of Lorado Taft, today the 141-acre campus has become the university's outdoor education and conference center.

### Program

While conference groups usually have set agendas to accomplish while at Taft Campus, a variety of opportunities exist for participants to explore the surroundings or facilitate interaction. These include night hikes, large group games, pioneering, orienteering, Native American activities, crafts, nature/bird walks, and a Teams Course (also known as a Group Initiative Course or Low Ropes Course).

### Facilities

Several of the original Eagle's Nest Art Colony dorm buildings have been refurbished and several other buildings have been added over the past 50 years. All are heated and most are air-conditioned.



Two large multi-purpose rooms serve as primary meeting areas. Five smaller rooms, suitable for up to 40 people each, are also available.

Meals are served family or buffet style in our modern, air-conditioned dining hall. Capacity is 130. The dining hall staff can accommodate most menu requests and special dietary needs.

### Outdoor Education Program

Lorado-Taft Field Campus provides resident outdoor education programs to 6000+ elementary and middle-school students each year. Groups come from many districts throughout the Northern Illinois region.

Taft's Outdoor Education Program teaches an appreciation, understanding, and awareness of the natural community by studying and interacting with the natural world. Underlying a visit to Taft is the belief that learning is not only restricted to the classroom, but is also accomplished in the world around us.

### Staff

IACCA is fortunate to have two members from Lorado-Taft as members of the association. Dale Hoppe serves as Campus Director while Tom Vargo is the center's Conference Coordinator.

To receive additional information about the Lorado-Taft Field Center, log on to [www.niu.edu/taft](http://www.niu.edu/taft).

## Bits and Bytes

*Over the past few months, we have received numerous updates about some of the projects our members and their centers are involved in, or just some news from their facility. Here are just a few:*

### **Pearlstone Conference and Retreat Center**

Reisterstown, MD

Dick Goldman, General Manager

Cheryl Katz, Event Coordinator

■ As much as we loved the “Resolution” software for handling our facility and guest reservations, after four years, we have out-grown its capabilities. Following a long search we have found a new program called “Event Pro” which seems very flexible and user friendly, to use a trite term. We’re just entering data and training on its use, but expect to have it fully in operation by the end of the summer. I’ll provide a review for everyone at that time.

■ This is our first season of operating an “organic” farm and to date we have harvested over 500 pounds of produce! We hired a full time farm director, and he, his wife and their son, born here in a cabin two weeks ago, are managing a summer staff of 5 post-college students plus numerous volunteers. They are also staffing a special program for the day camp on site.

■ The farm is sustainable, has a 3,000 sq. ft. greenhouse we built and is using a number of renewable energy sources. Earlier this month we became an official “Green Center” here in Maryland. As such we are helping schools incorporate environmentally sound practices such as planting trees and gardens, managing storm water runoff and reducing energy consumption.  
(FYI: Dick will be talking more about this at the Annual IACCA conference.)

### **Zephyr Point Presbyterian Conference Center**

Zephyr Cove, NV

Dorman Leader, Executive Director

Janet Leader, Associate Director

Doug Morton, Facilities Manager

Kate Ekberg, Conference Coordinator

■ The much publicized fires in Lake Tahoe have drawn considerable concern from IACCA members, worried about their proximity to Zephyr Point, site of the last annual IACCA conference. Kate Ekberg is reporting that the fires are occurring in South Lake Tahoe, about ten miles from Zephyr Point. For members who attended last year’s conference, South Lake Tahoe is on the other side of the casinos. Kate said that while the sky is still smoky, it appears that firefighters have the fires about 60% contained and she’s hopeful that some rain will help even further. She thanked our members for their concern during this difficult time.

### **Lake Yale Baptist Conference Center**

Leesburg, FL

Don Sawyer, Director

■ If you haven’t been to Lake Yale Baptist Conference Center lately you may have missed the wonderful renovations that have taken place to the Raintree Auditorium. The room was extended to include a large 26 foot wide stage area with handicapped ramp. The meeting space has a new 24-channel Bose sound system, high speed internet access, new stage and room lighting, new carpeting and cushioned chairs, new vertical blinds, and wall treatments. Also a new ten foot electric screen has been installed. The auditorium now can accommodate up to 400 persons comfortably. Along with the auditorium, the Raintree Educational Center has a variety of classroom sizes and arrangements to choose from with a complimentary coffee bar available.

***Bits and Bytes is always looking for news from IACCA members and their conference centers. Please e-mail your news to [iaccanews.org](mailto:iaccanews.org) for future editions.***

**2007 IACCA Annual Conference**  
**November 5 to 9, 2007**  
C.A. Vines Arkansas 4-H Center  
Little Rock, Arkansas



Technology has always been a double-edged sword, offering the hope for a better world, yet bringing consequences and demands of its own. How can conference center professionals make effective use of technology without being enslaved by it? What is the balance between efficiency and genuine hospitality? When is technology good for the environment, when is it harmful and how can we know the difference?

The 2007 Annual Conference will focus on the answers to these questions. More than ever before, you'll return to your center with increased knowledge from practical experiences and information you can immediately apply. Plenary sessions, panel-discussions, workshops, cracker-barrels and, as always, informal networking, will educate, energize and enable us to lead the way as conference center professionals.

## **Your Work—Our World: Educate**

### **Plenary Presentation: “It’s Not Easy Being Green”**

We welcome a past member of IACCA, Dr. Kara Wolfe, as our keynote speaker. Dr. Wolfe is an assistant professor in the Department of Apparel, Design, Facility and Hospitality Management at North Dakota State University in Fargo, North Dakota. She received her Ph.D. from Kansas State University in 2002. While there, Dr. Wolfe worked on research projects involving environmental issues. Her time with IACCA was during her time at the Rock Springs 4-H Center in Kansas.

As a former IACCA member, Kara has the privilege of understanding our industry and her presentation will embrace the three areas of technology, the environment and the not-for-profit conference center business. “I’m looking forward to the Annual Conference to see old friends and reminisce about the good times, as well as meet new friends. I hope to bring information that will help IACCA members develop their future as green conference centers.”

## **Your Work—Our World: Energize**

The IACCA Program Committee has strived to bring the best of the best in learning experiences to Arkansas. There will be a diversity of workshops offered, covering a wide variety of topics. These topics are a direct result of the requests made from last year’s conference. Our presenters will utilize the technology resources at the C.A. Vines 4-H Center. Expect some new tools, resources, and take aways from this year’s Annual Conference.

To download a complete registration packet, log onto the IACCA website at [www.iacca.org](http://www.iacca.org), select Annual Conference and download the materials.

## Registration Form – 2007 IACCA Annual Conference

November 5 to 9, 2007 • C.A. Vines Arkansas 4-H Center – Little Rock, Arkansas

**\*You may also register online at the IACCA Website by credit card or PayPal at [www.iacca.org](http://www.iacca.org).**

Please print clearly and use a separate form for each person. Make additional copies as needed.

Name as you wish it to appear on your name tag \_\_\_\_\_

Title/Position \_\_\_\_\_

Center/Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP (or Postal Code) \_\_\_\_\_

Telephone \_\_\_\_\_

E-Mail \_\_\_\_\_

Arrival Date \_\_\_\_\_

Departure Date \_\_\_\_\_

Special accessibility or diet requests \_\_\_\_\_

All rooms at C.A. Vines 4-H Center have private baths. Accommodation charges include lodging for 4 nights, all meals and breaks. Program Fee: For the first registrant – \$275 per person before July 1 • \$325 before September 1 • \$375 after September 1. (Spouses and guests need not pay this fee and are welcome to attend all sessions). Accommodations and Meals: \$465 per person single • \$295 per person double.

I will room with (name) \_\_\_\_\_

### \*Program Fee

First Registrant from Center: (Calculated by registration date as defined above) \$ \_\_\_\_\_

Second Person from same Center: (\$220 per person) \_\_\_\_\_

Third Person from same Center: (\$110 per person) \$ \_\_\_\_\_

\* This discount can include registrants greater than three from the same center at the "third" registrant rate.

\* New this Year: We encourage members to bring their Board Members for the same costs as Member Fees!

### Accommodations Fee

Single \$465 Double \$295 per person \$ \_\_\_\_\_

Add \$175 if you are not an IACCA member (or contact IACCA to join!) \$ \_\_\_\_\_

Add \$20 for Airport Shuttle Service to and from the Conference Center \$ \_\_\_\_\_

Add \$10 for the off-site visit to the Clinton Presidential Museum and Library \$ \_\_\_\_\_

TOTAL DUE \$ \_\_\_\_\_

### How Will You Pay

\_\_\_\_\_ Check or money order enclosed. Please make your check payable to IACCA.

\_\_\_\_\_ Credit Card (VISA or MasterCard only) Name on card: \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature (required for credit card payment): \_\_\_\_\_

Mail completed form with payment or credit card information to:  
IACCA • 5976 20th Street, Suite 80, Vero Beach, FL 32966  
Credit card registrations may be FAXed to 772-562-4017