



Dear Members:

Thank you for taking the time to complete our recent survey on ASVMAE education programming. The information has revealed a clear preference by members for more learning and sharing within our own association community.

What you told us:

- The top issue concerning members is non-dues revenue
- 67% of respondents indicated a preference for more frequent “what works” round table sessions.
- 52% of respondents expressed a desire for more peer presentations

How ASVMAE will respond:

The ASVMAE education committee will facilitate a series of roundtable discussions intended to discover and share the best practices for improving your association’s bottom line. Both income opportunities and expense management efficiencies will be explored during the day-long session at ASVMAE’s education program at the AVMA Conference in Atlanta in July.

Call for presentations:

ASVMAE members are being invited to volunteer to share their financially beneficial strategies and programs in a ten-minute presentation on one of the following topics:

- Non-dues revenue
- Membership revenue
- Convention/education
- Sponsorships
- Expense management

Each presentation is intended to stimulate discussion on the topic in order to generate group thinking and sharing. They will be followed by 50-minute roundtable discussions and a sharing of the best ideas with all participants.

To be considered as a presenter, please complete the [online form](#) for a brief synopsis of your proven strategy/program by February 12, 2010. If you would like to be considered for multiple topics, please complete a form for each topic. The synopsis should include:

- Which topic you are addressing
- A brief statement about the strategy or program you created
- An explanation of how you implemented and monitored the program
- Your specific measures of success

When designing your program, consideration should be given to how adaptable the strategy/program is for small, medium, and large associations. Presentation proposals will be evaluated by the ASVMAE Education Committee, and all submitters will be informed of the status of proposals by March 1, 2010.

Here’s your chance to shine! Energize your colleagues by sharing your success. Submit your idea today!

Sincerely,
Emily Kane
CE Committee Chair
Arizona VMA