

Your Career in Association Management

MIDWEST SOCIETY OF ASSOCIATION EXECUTIVES

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MSAE

Serving Associations in Minnesota, North Dakota and South Dakota

Associations
come in all
different sizes
and shapes.

Today
Tomorrow

Careers
are unique
and
varied.

Together

“Americans of all ages, all conditions, and all dispositions constantly form associations. They have not only commercial and manufacturing associations, in which all partake, but associations of a thousand other kinds – religious, moral, serious, futile, general or restricted, enormous or diminutive. Wherever at the head of some new undertaking you see the government of France, or a man of rank in England, in the United States you will be sure to find an association.”

– Alexis de Tocqueville, 1830's

What is an association?

Thousands of associations are established each year. They are formed to provide a collective voice and mission for a profession, industry or cause. There are several types of associations – professional, trade, charitable, educational. People come together for a common goal.

- Professional Associations—Individuals who come together to stay current with information related to the field as well as share information about common problems and solutions.
- Trade Associations—Businesses—not individuals—become a part of the association. The goal is to gain information regarding how legal issues are affecting their organization, research and statistics on trends in the industry, business ethics, and information on new products.

Associations throughout the country work to provide education and training to thousands of people through specialized courses, seminars, conferences, tradeshow and technical publications. The sharing of knowledge and the education of the public, of legislative bodies, and of industries and professionals, constitutes the most important of association activities.

Today the profession of association management is recognized career choice.

Impacting Society

- Associations work to provide knowledge and education to members as well as the public.
- Associations' budgets exceed \$21 billion, which indirectly benefits the U.S. economy.
- Associations employ 260,000 people full time and another 35,000 part time.
- Association-sponsored meetings and conventions now account for more than 26 million overnight stays in hotels each year.
- In August of 2004, Minneapolis hosted the ASAE convention bringing in big revenue for the city, as well as \$1.4 billion in potential future business.



Who's Right for the Job?

Association management encompasses many related fields of study and interest.

Career opportunities in association management include:

- Marketing & Communications
- Education & Training
- Meeting Planning
- Government Relations/Lobbying
- Technology
- Business & Administrative

Depending on the size of the association, often those involved are forced to wear many hats with a high degree of

variety within their job descriptions. Association Executives and Staff are required to possess a variety of skills including leadership, strong communication, planning and coordinating skills.



Midwest Society of Association Executives (MSAE)

The Midwest Society of Association Executives (MSAE) is the association that other associations join to get training, knowledge and information on operating an association. We are the association for associations.

Advancing the Economy

- Associations' annual budgets now exceed \$21 billion, which translates into billions of dollars more in indirect benefits to the U.S. economy.
- Although largely tax exempt, associations still pay more than \$1.1 billion annually in local, state and federal taxes.
- Associations employ 260,000 people full time and another 35,000 part time.
- The ripple effect of association activities on other sectors of the economy is demonstrated by the impact of association meetings and conventions on the travel and hospitality industry.
- Associations dominate the \$102 billion U.S. meetings business. Ninety-two percent of associations hold meetings accounting for 67 percent of the total meetings industry, according to a study by the Convention Industry Council (CIC).

Defining the Value of Associations

- America's trade, professional and philanthropic associations are allocating one of every four dollars they spend to member education and training and public information activities - about three times the amount they spend on direct lobbying of government.
- Americans active in associations devote more than 173 million volunteer hours each year - time valued at more than \$2 billion - to charitable and community service projects.
- 95 percent of associations offer education programs for members, making that service the single most common association function. This is followed by convention planning and other convention activities (89 percent), using web sites and email to share information with members (81 percent), and public information activities (79 percent).
- In terms of annual spending, membership education and training is also the single largest budget item for associations - accounting for \$3.6 billion per year. Additionally, association members spend in excess of \$10 billion annually to participate in these education programs.
- Other noteworthy association activities include industry research, which seven out of 10 associations offer at a total cost of \$615 million a year; and setting industry product and service standards for their industries, which three of five provide at a total cost of about \$884 million annually. The survey found that members spend more than \$1.1 billion to comply with these association-set standards, which safeguard consumers and provide other valuable benefits.

MSAE works to advance and serve the association management profession in Minnesota, North Dakota and South Dakota through education and leadership development.

MSAE Member Career Stories

Name: Joan Archer, CAE, President
Organization: MN Soft Drink Assn.
Website: www.refreshmentsmn.com
Number of Members: 16
Number of Staff: 1
Budget Size: \$500,000
Number of Years with the organization: 7
Education/Degree: BA, MA
University/College: Mankato State University
Hobbies: Golf

How did you get into association management?

I worked as a city planner regulating housing. The MN Manufactured Housing Assn hired me to represent them- instead of regulate them. I went to the Institute of Organizational Management-Notre Dame to learn more about Associations. Getting involved in MSAE also helped.

What do you find rewarding about your position specifically and association management as a whole?

The people you meet, the lobbying, and planning events. Great career to have fun, meet people – get paid to socialize, learn issues and make a difference.

What advice would you give to someone considering a career in association management?

Need to have flexible hours, love working with people and enjoy solving problems.

Name: Carol A. Bufton, CAE, President
Organization: Minnesota Safety Council
Website: www.mnsafetycouncil.org
Number of Members: 2400
Number of Staff: 23
Budget Size: \$3.6 million
Association Mission: To make Minnesota a safer place to live by helping people to prevent unintentional injuries.
Number of Years with the organization: 37
Education/Degree: Journalism; course work in business and association management
University/College: University of Minnesota/Metropolitan State University
Hobbies: Gardening, vocal music, reading, volunteering with civic/church groups, spending time with family

How did you get into association management?

By accident (can I say that and work for the Minnesota Safety Council?!)

What do you find rewarding about your position specifically and association management as a whole?

I feel very fortunate to have been led to a career with an organization about whose mission I can be passionate and which is such a good fit for my interests and skills. If I could have designed the ideal job for me, it would look just like the one I have! In our organization, we are about giving back to our community, and I like that. I also appreciate the wide variety of people and organizations with whom I work, the wide variety of “things” I do, the depth of business skills I have learned from the for-profit business sector and use every day.

What advice would you give to someone considering a career in association management?

Be intentional about exploring possible careers in the not-for-profit world – the opportunities are wide and varied. In our association, we employ program development staff, a fund-raiser, an accountant, an IT person, a bookkeeper, a

MSAE Member Career Stories

graphic designer, telephone sales staff, customer service representatives, a communications professional, meeting planning staff, and technical consultants whose time we sell. And we contract for the services of a government relations counsel, an attorney specializing in not-for-profit law, and a CPA firm specializing in not-for-profit finances.

Name: Claus H. Lembke, Executive Vice President
Organization: North Dakota Association of Realtors®
Website: www.ndrealtors.com
Number of Members: 1400
Number of Staff: 2.5
Budget Size: \$240,000
Association Mission: To unite 8 local Board of Realtors® and individual members, to promote private property rights and to elevate professional standards of Realtors®.
Number of Years with the organization: 25
Education/Degree: BS Agriculture
University/College: Landwirtschaft Schule, Niebuell, Germany
Hobbies: Trikes (3 wheeled Motorcycle)

How did you get into association management?

By being a volunteer in our Association.

What do you find rewarding about your position specifically and association management as a whole?

To be able to participate in all phases that shape the future of Real Estate and the Trade association.

What advice would you give to someone considering a career in association management?

You can have a great future in the Association management field if you are a true servant leader. More than any other career is this necessary. You need to be able to lead while at the same time be able to take directions from the elected leadership. No matter how long you are the Association Executive and no matter how much knowledge and expertise you have gained, you should never forget that the body (committee or Board) as a whole makes better decisions than any individual alone. To be the Chief Administrative Officer of an Association is a position that is very close or almost the same as being your own boss but without all the risk.

Name: Deborah K. Gates, CAE, Admin VP& Executive Director of the SD Bankers Foundation
Organization: South Dakota Bankers Association
Website: www.sdba.com
Number of Members: 97 banks and 399 branches. All but one South Dakota bank are members of the SDBA.
Number of Staff: 8
Budget Size: \$1.1 million
Association Mission: To enhance the ability of our members to compete effectively and profitably in the financial services industry.
Number of Years with the organization: 27
Education/Degree: some college
University/College: University of South Dakota at Springfield
Hobbies: reading, walking, bicycling

How did you get into association management?

Timing of the job opening and when I wanted to re-enter the job market.

What do you find rewarding about your position specifically and association management as a whole?

The rapid change: it's not only challenging, but always interesting. Change is constant and that's why I am still interested after 27 years.

What advice would you give to someone considering a career in association management?

MSAE Member Career Stories

Know that it is a fast-paced, constantly-changing environment. There is no such as 8:00 to 5:00 for upper management especially. Various projects require much more than a typical 40-hour workweek. As major conventions and conference approach, you WILL be putting in more than an 8-hour day. But to see the fruits of your labor and know that the event went well is very rewarding. The travel is also fun; it's not your typical desk job.

Name: Duane D. Stanley, Assistant Executive Director
Organization: Hennepin County Bar Association
Website: www.hcba.org
Number of Members: 8,000
Number of Staff: 17
Budget Size: \$1.5 million
Association Mission: The mission of the Hennepin County Bar Association is to serve the needs of a diverse membership by advancing collegiality, professionalism, ethical conduct and competence in the legal profession. The Association shall strive to ensure the fairness and accessibility of the legal system by promoting public understanding and confidence in our system of justice and by working along with the courts to improve the administration of justice.
Number of Years with the organization: 17
Education/Degree: B. Theology (Minnesota Bible College); B. Arts (Speech) St. Cloud State University; M.A. (Communications) University of Minnesota; additional coursework at Bethel Seminary.
Hobbies: Photography; Genealogy Research; Writing; Camping; Travel

How did you get into association management?

Began as part-time Public Relations director.

What do you find rewarding about your position specifically and association management as a whole?

Variety, people-interaction, project management, "make it work" responsibility.

What advice would you give to someone considering a career in association management?

You probably will never get rich, but it is an interesting and challenging career, with the ability to have an impact on individuals and groups.

Name: Jamie L. Pfuhl, Director of Operations
Organization: Minnesota Grocers Association
Website: www.mngrocers.com
Number of Members: 1200
Number of Staff: 4
Budget Size: 500,000 – 1,000,000
Association Mission: The Minnesota Grocers Association advances the common interest of all businesses engaged in any aspect of the retail food industry as a leader and advocate in government affairs, as a pro-active spokes group on industry and consumer issues, and as a consistent provider of resources and services to meet member needs.
Number of Years with the organization: 9
Education/Degree: High School Diploma
Hobbies: Biking, cooking, reading & fitness instructor

How did you get into association management?

Agency placement

What do you find rewarding about your position specifically and association management as a whole?

The ability to be hands on in so many different areas and being able to take ownership of the associations success. In some corporate environments you only get to know a small piece of the pie – it seems to me that in association management you get involved in the **whole pie**. Growth potential is great because the association members are always growing and changing - challenging you to do the same.

What advice would you give to someone considering a career in association management?

It is a great career choice if you want to learn and grow in a variety of different areas. I feel that you do need to be a self-starter. The potential in this arena is endless. Association Management has helped me to find new areas to excel in that I never knew even existed. It had been a wonderful experience, one I would highly recommend

MSAE Member Career Stories

Name: Judell Anderson, CAE, Executive Director
Organization: Alliance of Automotive Service Providers, Minnesota
Website: www.aaspmn.org
Number of Members: 700
Number of Staff: 3
Budget Size: \$300,000
Association Mission: To advance excellence, professionalism and integrity by providing education and member benefit programs, serving as a resource and advocate on issues affecting the industry, and by promoting the Code of Ethics.
Number of Years with the organization: 8 1/2
Education/Degree: Bachelors in Economics & Business Administration
University/College: Augsburg College
Hobbies: Music, snowmobiling, skiing, reading

How did you get into association management?

By accident. I was hired as a bookkeeper for an association, not knowing anything about the association “world”. Once I became aware of all of the different associations out there and the various areas of work that take place within a typical association, I knew it was a career with unlimited opportunity.

What do you find rewarding about your position specifically and association management as a whole?

The variety of work keeps the job interesting, challenging and fun. I love being an advocate for members, knowing that they are more successful as a result of the association’s efforts.

What advice would you give to someone considering a career in association management?

A general education is only the beginning. Get specific training on association management through the U.S. Chamber Institute for Organization Management, American Society of Association Executives or a local association executive organization.

Name: John R. Gann, CAE, Vice President, Electric & Corporate Services
Organization: Midwest Energy Association (MEA)
Website: www.midwestenergy.org
Number of Members: 300 – gas utility, electric utility and supplier-company
Number of Staff: 14
Budget Size: \$2.5 MM
Association Mission: Help our members save lives and reduce costs through better-trained, highly educated workforce
Number of Years with the organization: 8 years
Education/Degree: BS Mechanical Engineering, University of Minnesota; MBA, Carlson School of Business, University of Minnesota
Hobbies: Martial Arts, Masonic Fraternity

How did you get into association management?

I worked at the Gas Technology Institute (GTI) as a liaison to MEA’s membership communicating to them GTI’s research and development program and its benefits. Worked closely with MEA staff in this role and was hired to lead MEA’s new division serving the electric utility industry.

What do you find rewarding about your position specifically and association management as a whole?

The relationship with our volunteer members is extremely rewarding. Over the years I have had the great pleasure of getting to know many individuals from the energy industry who serve on our volunteer committees and attend our conferences. I have forged friendships with these individuals and am continually impressed by their knowledge, dedication and kindness. It has been a sincere pleasure and an honor to work with so many fine individuals.

Working in association management provides an opportunity to further a cause which benefits many in a particular industry. The focus of each association is the betterment of its members and this service to others is highly rewarding.

MSAE Member Career Stories

What advice would you give to someone considering a career in association management?

As with any career choice, there are positives and negatives. Certainly, one of great positives is working with the membership – individuals who believe in what your organization is about and choose to be part of its mission. Another strong positive is the small-business work environment, which most associations fall under. This small-business environment tends to foster a sense of teamwork and shared goals. Downsides of a career in associations include a resource situation that is often more limited than in the private sector. As with any career choice, my advice regarding association management is to work with integrity and make a conscientious choice to make your job enjoyable for yourself and your members. Do a good job and have some fun!

Other comments/stories about association management:

One of the great traditions at MEA is that of our annual conference which will be in its 83rd year in 2005 – all 83 years in Ames, IA. We have members that have been attending “Ames” for 30 or 35 years, some including family vacations around the conference. These folks have great stories to tell about how it was back in...

I am glad to see the Certified Association Executive (CAE) designation receiving renewed attention as a mark of association knowledge. Associations play a vital role — in conjunction with competitive, free-market enterprises – in bringing people together for a particular cause and uniting their energy and experience for the benefit of a particular industry or cause.

Name: Mary Kate Cole, Vice President
Organization: The Upper Midwest Automated Clearing House Association (UMACHA)
Website: www.umacha.org
Number of Members: 868
Number of Staff: 4 full time, 1 part time
Budget Size: \$880,000
Association Mission: To support UMACHA's members and other stakeholders in payment system participation through education and training, marketing, operational support, information dissemination and consulting, with a particular emphasis on the ACH network.
Number of Years with the organization: Ten years
Education/Degree: Certificate in Banking Operations
University/College: Hennepin Technical College
Hobbies: Reading, sewing, working in my flower gardens

How did you get into association management?

I knew the president of this association and had been in banking for 15 years when the position became open. I was looking for something different and enjoy teaching people, so this was a good fit.

What do you find rewarding about your position specifically and association management as a whole?

The most rewarding part of my job is the education piece. I am able to teach people about electronic payments and some times how to make their job easier. When it comes to associations as an entity, I find all of it very rewarding. We move a lot of information with a small staff and touch many of our members daily. We have a great board of directors that allow us to be innovative and work pretty much on our own.

What advice would you give to someone considering a career in association management?

Running an association is similar to running a company, but with a different product to sell. It can be a challenge, but the rewards can be many. In many associations, you will find the opportunity to expand your skills, working in multiple areas.

Other comments/stories about association management: Association management is a great way to make a living.

MSAE Member Career Stories

Name: Tony LeClerc, CAE, CMP, Senior Vice President
Organization: the Harrington company – Association Management Services
Website: www.Harringtoncompany.com
Number of Members: 24 association clients
Number of Staff: 29 employees
Budget Size: Our association clients have budgets ranging from \$100,000 to \$1,500,000.
Number of Years: 15 years
Education/Degree: Bachelor's Degree – Urban and Regional Studies
University/College: Minnesota State University at Mankato
Hobbies: Playing racquetball, reading business magazines, taking care of two dogs.

How did you get into association management?

Coming out of college, I read a newspaper classified looking for someone who could “*handle multiple tasks, coordinate projects and work well in group situations*”. I couldn't have known the wide variety of tasks, the quantity of projects and the number of group situations that association management requires, but I'm very glad I took the time to apply for the job as an association staff member. Our company serves as the headquarters & staff for 24 trade associations, professional societies and foundations. It's a busy office, full of energetic staff who welcome the opportunity to jump-in and participate to get a project done.

What do you find rewarding about your position specifically and association management as a whole?

If you're wondering how significant associations are ... there are more than 147,000 associations in the United States, nine out of ten adults belong to at least one association, associations employ 295,000 people, and Americans form more than 1,000 new associations each year (source: ASAE). It's a rewarding occupation for those who have the ability to adapt to different personalities and relate to changing situations. Association staff are frequently in group situations working with a collection of highly successful individuals uniting toward a common goal. Goals can be projects such as developing a membership campaign, instituting an awards program, planning an annual conference, maintaining a web site, expanding a certification program, producing a newsletter, managing a public policy initiative, or implementing an advertising campaign. Researching and bringing ideas to the table to add value to these projects is a key role for association staff.

What advice would you give to someone considering a career in association management?

Consider resources such as the American Society of Association Executives (ASAE) – www.asaenet.org and the Midwest Society of Association Executives (MSAE) – www.msae.com to find out more about the opportunities the association management industry holds. Attend an industry event or conference to meet other association staff. Work to become multi-faceted. Even if you don't have a primary interest in a task such as meeting planning, or financial statements, or web site maintenance ... take time to at least learn the basics about the many different tasks and roles that association staff serve.

Other comments/stories about association management:

Working as an association staff member is a tremendous way to learn how different individuals approach projects in different manners. In my first year, I was part of redesigning an association publication, undertaking a membership campaign that nearly doubled the association's membership, coordinating an educational conference in a major east coast city, and making recommendations to a board on how to develop additional revenue streams. It's hard to imagine finding another job where a “freshman” could become quickly involved in so many varied and important projects. Some of our associations have started from a small network of individuals and, through the work of dedicated volunteers and staff, have become prominent industry representatives to the public and its constituency. It's challenging work, but if you like to be a part of a project from initial concept through completion, association staff are a key part of their organization's success.

Name: Mary Detloff, CAE, Executive Director
Organization: Minnesota Society of Professional Engineers
Website: www.mnspe.org
Number of Members: 1000
Number of Staff: 2 FT
Budget Size: \$210,000
Association/Company Mission: Improve and enhance the lives of engineers and the engineering profession.
Number of Years with the organization: 3 (total of 15 years in association management)
Education/Degree: Bachelor's degree in journalism (emphasis in public relations), minor in marketing

MSAE Member Career Stories

Have also completed the Institute for Organization Management conducted by the U.S. Chamber of Commerce (2000 graduate)

University/College: University of Maryland College Park

Hobbies: Socializing with friends, spending time with my family, gardening

How did you get into association management?

Like everyone else. I know that works in this field, I fell into it. I always thought I'd work as a public relations professional for an organization – I thought a hospital or a college sounded like fun. While I was still in college, I accepted a position with an association in Washington, DC – not because I really wanted to work for an association, but because I just needed a JOB. When my husband and I moved to Minnesota, I answered a classified ad for an administrative assistant position that just happened to be for a local association. Once I really got into the groove of association management, I found that I loved it!

What do you find rewarding about your position specifically and association management as a whole?

In both my current and former association positions, I have been part of a very small association staff (I currently am one of a staff of two; previously, I was one of a staff of three). I greatly enjoy getting my fingers into all sorts of pies, which is the case out of necessity when working for a small staff. I can see how everything I do fits into the bigger picture goal that the organization is trying to achieve, which is really important for me. I'm also a bit of a control freak, so being matched for the duration of my career with members who don't mind having a task master for an executive director has been a blessing!

As for association management as a whole, the aspect I find most rewarding is the variety. My days are filled with everything from developing new membership marketing materials to creating financial reports to planning an upcoming event with a group of members. It's never the same thing twice, the days fly by (where does the time go, anyway?) and I head home feeling that I've accomplished something each day. It's very satisfying.

What advice would you give to someone considering a career in association management?

Of my many association manager friends, I don't know a single one who is lukewarm about their career. They all LOVE it! I think association management is one of those careers that someone REALLY likes or REALLY doesn't. Those that have stuck with association management seem to be similar in several ways:

- We are multi-tasking maniacs
- We are extroverts (either born or trained – it makes no difference)
- We thrive (or at least don't wither) under deadlines and a fast-paced environment
- We enjoy getting out from behind a desk and getting to know lots of different people
- We are excellent communicators

Name: Jenny Prosser
Organization: Minnesota Health & Housing Alliance
Title: Institute Manager
Website: www.mhha.com
Number of Members: 680+
Number of Staff: 25.5 employees
Association/Mission: "Promoting Excellence and Innovation in Older Adult Services"
Number of Years with the organization: almost five
Education/Degree: Hospitality and Tourism Management
University/College: UW-Stout, Menomonie, WI
Hobbies: kickboxing, aerobics, cooking, running/walking, shopping, spending time with my dog, volleyball, skiing, rollerblading

How did you get into association management?

I was looking for a job in meeting planning and found an opportunity with MHHA as an Education Coordinator through a placement company. Six months after my hire date I was promoted to Institute Manager.

MSAE Member Career Stories

What do you find rewarding about your position specifically and association management as a whole?

To be honest I did not know that much about associations when I got my job at MHHA. I did know that MHHA represents the not-for-profit long-term care provider community, which I found very exciting, as I have always had a special place in my heart for older adults. I share the same goal as MHHA – to provide quality care in a home-like setting and to promote excellence and innovation in older adult services. It is fun and rewarding to help shape the future of older adult services. After all, it is inevitable, we all will get older and will probably need some sort of care. Association work is gratifying, as you know you are doing something to better membership or provider community.

What advice would you give to someone considering a career in association management?

Find an association job (and position) that aligns with your beliefs and values. It is much more fun and enjoyable to do work for a common goal and/or something you believe in. I enjoy working for an association because MHHA offers a wide variety of projects for me to work on. I like variety and change, so it is a natural fit for me. There is always enough work to go around the office. It is fun to work together with staff (and members) to get a project done. In associations, working together as team is very important, as many projects involve a few staff and/or members. Good communication with staff and members is a must to be successful in the association business.

Name: Tim Dressen, Communications Director
Organization: ACA International, The Association of Credit and Collection Professionals
Website: <http://www.acainternational.org>
Number of Members: 5,400
Number of Staff: 70
Budget Size: \$19 million
Association Mission: ACA International is the association of professional businesses and individuals involved in the credit and collection industry.

ACA serves members and represents the industry by:

- Developing timely information based on sound research and disseminating it through innovative education, training and communications.
- Promoting professional and ethical conduct in the global marketplace.
- Acting as the members' voice in critical business, legislative, legal, regulatory and public arenas.
- Providing quality products and services to improve efficiency and profitability.

Number of Years with the organization: 10

Education/Degree: Bachelor's Degree in Print Journalism
University/College: University of St. Thomas
Hobbies: Traveling, reading, attending concerts.

How did you get into association management?

I began working as ACA's assistant editor shortly after graduating from college in 1994. I was promoted to associate editor in 1995, editor in 1996 and director of print communications in 1999. I have been communications director since 2001.

What do you find rewarding about your position specifically and association management as a whole?

Working in this field has given me a chance to try a lot of different things. If I worked for a large corporation, I would likely specialize in just one area of communications—just editorial or just design or just public relations. Working in an association environment, however, I am able to do all of those things. As a result, the job is never dull.

What advice would you give to someone considering a career in association management?

Simply keep in mind that regardless of what field you are in, if you work for an association, you will be first and foremost a customer service specialist. Meeting the needs of your customers—the association's members—will be your primary goal.

MSAE Member Career Stories

Name: Susan Brinkhaus, CAE, Executive Director
Association: National Cosmetology Association of Minnesota, Inc.
Website: www.nacminnesota.com/www.heartlandbeautyexp.com
Number of Members: 1,600
Number of Staff: 1
Budget Size: \$300,000
Association Mission: Represent, inspire, educate, legislative protection for cosmetology industry
Number of Years with Organization: 14.5 years
Education/Degree: Technical College Business Diploma
University/College: St. Paul College (St. Paul Technical Vocational Institute)
Hobbies: Gardening, cooking, home improvement projects, corvette club/muscle cars

How did you get into association management:

Applied for position through newspaper advertisement

What do you find rewarding about your position specifically and association management as a whole?

Variety, project based, tradeshow management, working with volunteers, job flexibility

What advice would you give to someone considering a career in association management?

Education related to association management – join ASAE/MSAE or other professional society related to association management and/or meeting planning. You must be able to work independently in some cases and association management is not a 9-to-5 job.

*I have met people who are
now close friends.*

*Association management is
like no other job - much more
rewarding and enjoyable
(most of the time).*

MIDWEST SOCIETY OF ASSOCIATION EXECUTIVES

MSAE

Serving Associations in Minnesota, North Dakota and South Dakota

(This information was provided by MSAE members so that you can see the wide variety of opportunity available in the profession of association management.)