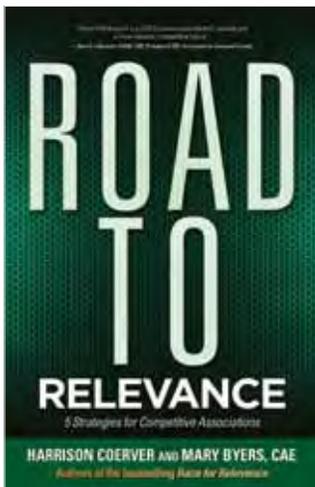


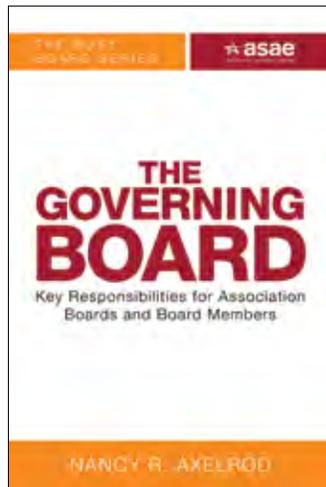
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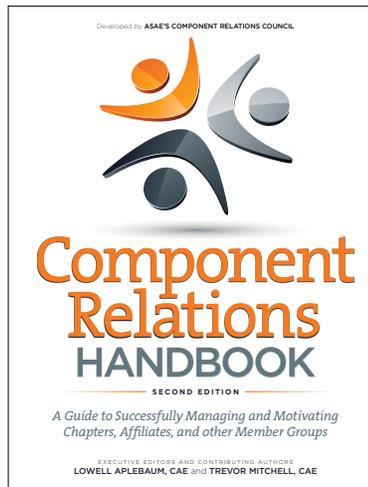
Page 3



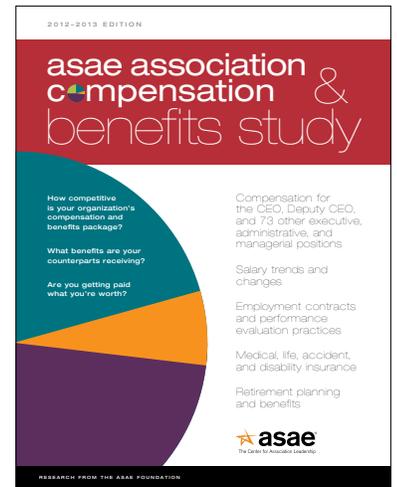
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### contents

New and Recent Releases . . . . .	3
Benchmarking and Research . . . . .	9
Boards and Volunteers . . . . .	13
Digital Offerings. . . . .	17
Education and Learning. . . . .	18
Finance . . . . .	20
Human Resources. . . . .	22
Legal. . . . .	24
Leadership and Management . . . . .	26
Marketing and Communications. . . . .	30
Membership . . . . .	32
Technology and Web . . . . .	34
Index. . . . .	35

### about

#### ASAE and Association Management Press

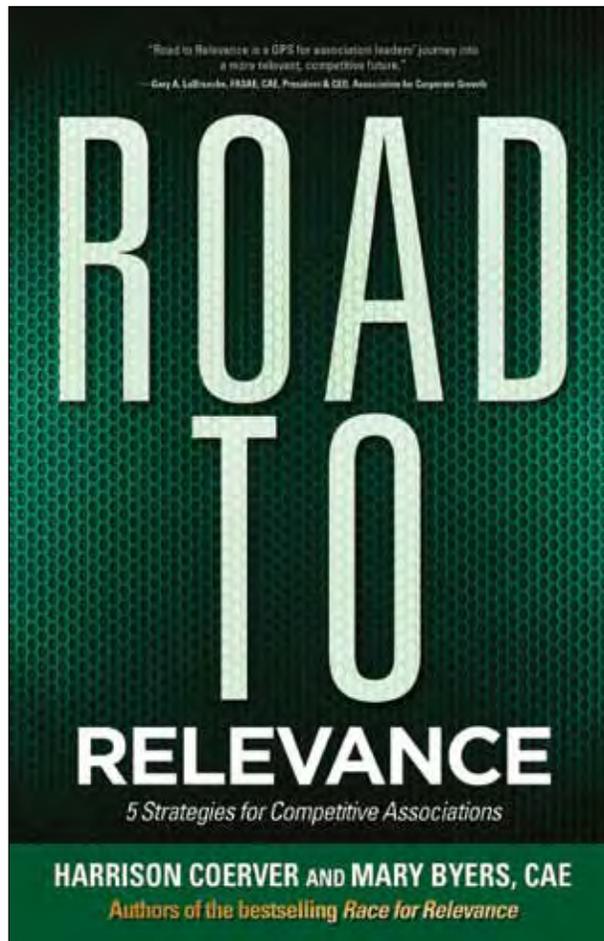
ASAE: The Center for Association Leadership is the preeminent source of knowledge, learning, community, and advocacy for the field of association management. ASAE helps leaders and managers improve their performance and that of their organizations. As ASAE's publishing arm, Association Management Press reflects that mission by offering relevant, reliable content, grounded in research and effective practices focused on helping professionals tackle their challenges.



# Road to Relevance

5 Strategies for Competitive Associations

By Harrison Coerver and Mary Byers, CAE



**NEW!** *Road to Relevance* is the follow-up companion of 2011 bestseller, *Race for Relevance: 5 Radical Changes for Associations*. *Road to Relevance* is about competition and will lead association professionals in strategic thinking and acting for the evolving “new normal” in associations. You’ll learn how to bring discipline to your focus and offerings—and gain a competitive advantage in a dynamic world. *Road to Relevance* takes you through the execution process of each of the strategies, and includes case studies, thought-provoking questions, and adaptable examples.

*Road to Relevance* identifies five practical, realistic strategies for your organization and shares how to implement them. You’ll learn how to:

- Build on strength
- Concentrate resources
- Integrate programs and service
- Align people and processes for efficiency
- Abandon services and activities when necessary

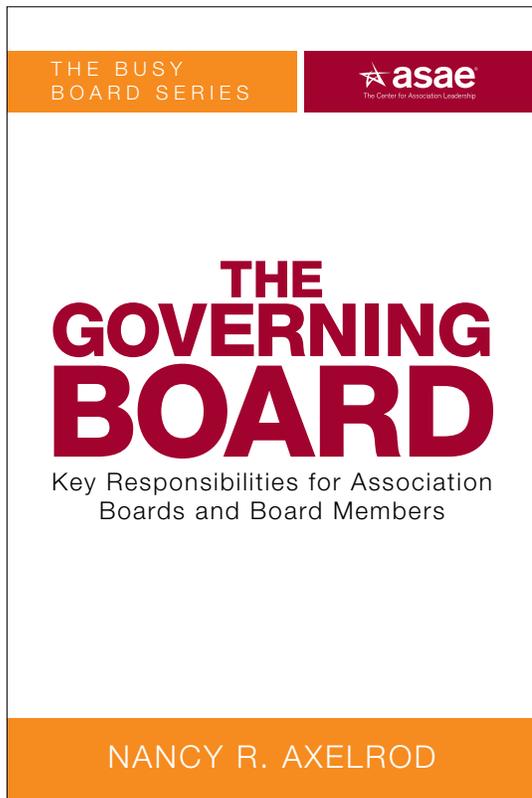
Association leaders are picking up *Road to Relevance* to learn how to execute and apply these strategies to their own unique circumstances in order to create better organizational structure and deliver value that will sustain their future.

“Each of these five strategies is powerful in and of itself. When you combine them, you create a powerful combination that addresses the issue of sustainability for associations. You can’t continue to lose members and operate with less revenue indefinitely. If your organization has been challenged in any way, before, during, or after the recent recession, these strategies offer a way to create or maintain relevance for your members, both today and into the future,” says Mary Byers, co-author of *Road to Relevance*.

2013, ISBN 978-0-88034-356-5  
 Product # **CAT0513-216445**  
**Member: \$23.95** | Nonmember: \$29.95

# The Busy Board Series

The average board member is stretched thin; there is never enough time in the day to get to everything your organization needs. ASAE presents *The Busy Board Series*, a collection of booklets that drills down to the facts and showcases ways for the busy board member to fulfill his or her role while working effectively and strategically for the organization.



## The Governing Board

### Key Responsibilities for Association Boards and Board Members

By Nancy R. Axelrod

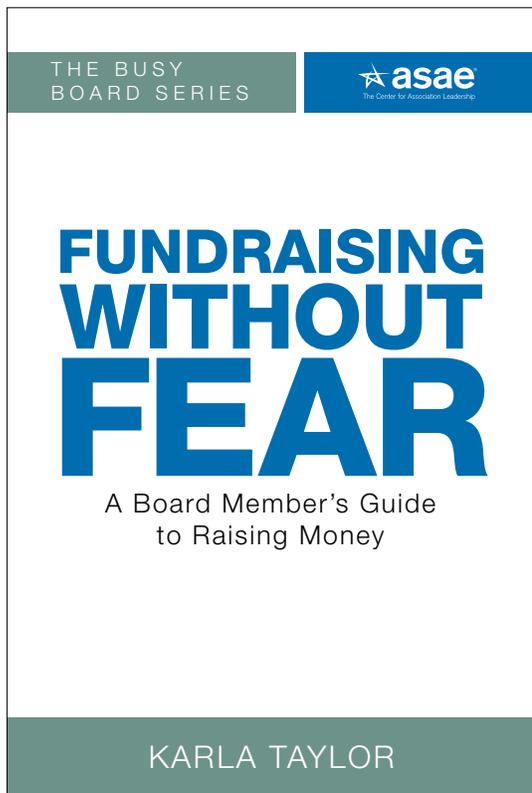
**NEW!** Learn the defined role and responsibilities of being a board member so you can maximize your board's time and impact on your association. Knowing the duties expected of them, you'll be able to help them effectively play a part in advancing the association or organization's mission and strategic growth, rather than focusing on operational matters.

In this booklet you and your board member will get an overview of:

- Legal duties of the board and board members
- 4 key overlapping roles
- 3 characteristics that distinguish great boards
- A fresh look at a 4-sighted board
- 10 tips for board members

Make sure to maximize your board's training time and the time they serve on the board with this introduction to board roles and governance.

2013, ISBN 978-0-88034-365-7  
Product # **CAT0513-216600**  
Member: **\$12.95** | Nonmember: \$16.95



## Fundraising Without Fear

### A Board Member's Guide to Raising Money

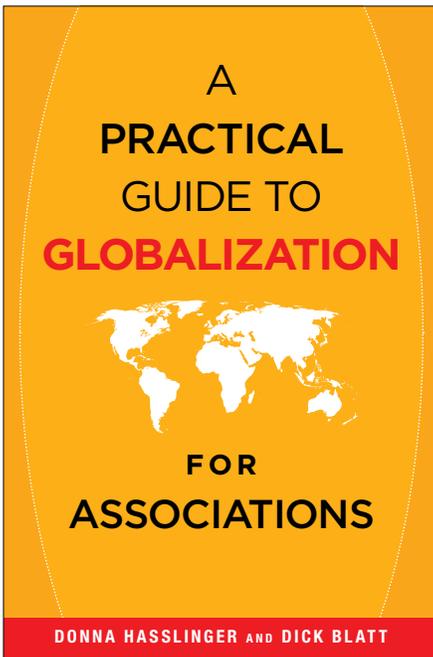
By Karla Taylor and several fundraising veterans

**NEW!** Raising funds for an association is hard work; it takes time, perseverance and persuasion. Help your new board members understand that fundraising isn't always the same as other charitable requests and the tactics they'll use will be different than ordinary requests. With this guide your board will receive a greater understanding and inspiration on how to raise funds for your organization. This succinct booklet will guide them on:

- Why board members should lead the charge in raising funds
- Why it's important for board members to lead by example
- Steps for solicitation success
- Fundraising in good and bad times

This booklet is the perfect tool to give your board to help them understand their role as a fundraiser of your organization and gain the funds needed to be competitive in today's environment.

2013, ISBN 978-0-88034-366-4  
Product # **CAT0513-216601**  
Member: **\$12.95** | Nonmember: \$16.95



## A Practical Guide to Globalization for Associations

By Donna Hasslinger and Dick Blatt

**NEW!** Learn from two seasoned practitioners, both well-versed in moving associations along a strategic global path, how to assess and act on opportunities outside of North America.

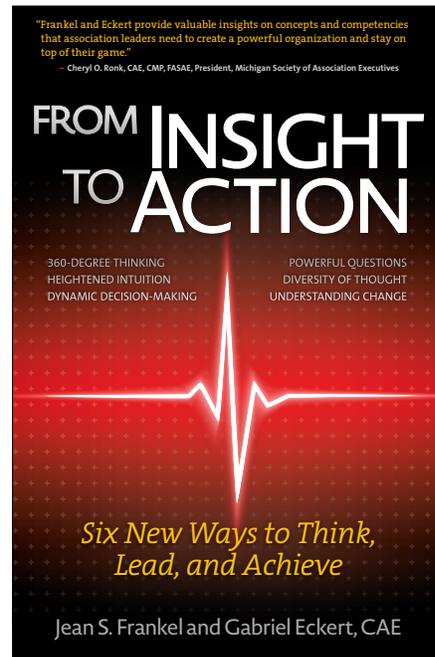
Let *A Practical Guide to Globalization for Associations* be your road map for the global landscape—its changes and the options available for global expansion and implementation. Customize global effort to the portfolio of products and services of your association, by methodically walking through a framework and the considerations for globalization activities. This book makes it easy to understand how to form plans and evaluate whether your planning efforts are on the right track.

- Get an overview of the global changes that are affecting associations
- Reach an informed decision about beginning or expanding a global effort
- Learn how to plan and develop a global strategy
- Get guidance for a phased implementation plan with metrics and financial goals
- Take advantage of the new, sustainable global footprint

This great guide is scaled for associations of all sizes, scopes, and budget sizes.

2012, ISBN 978-0-88034-360-2  
200 pages, softcover  
Product # **CAT0513-216448**  
**Member: \$37.95** | Nonmember: \$48.95

**E-book:**  
Available on [asaecenter.org/bookstore](http://asaecenter.org/bookstore).



## From Insight to Action Six New Ways to Think, Lead, and Achieve

By Jean S. Frankel and Gabriel Eckert, CAE

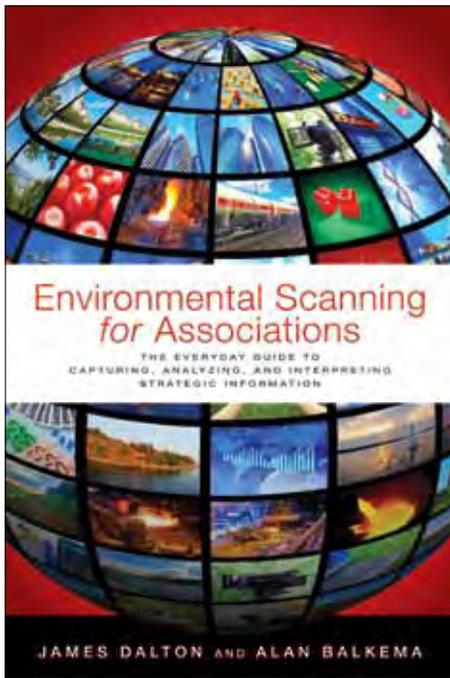
**NEW!** Be a more effective staff or volunteer leader by embracing six emerging competencies, eight essential organizational foundations, and one unifying strategy.

*From Insight to Action* offers insights to help you lead and sustain an organizational culture that embraces the opportunities that a dynamic environment—one that demands an equally dynamic skill-set—presents. The cornerstones of *From Insight to Action* are the following six competencies.

- 360-degree thinking—being cognizant that ideas and insights from anywhere are interconnected
- A heightened sense of internal intuition—the art of blending knowledge with perception to make better decisions
- Dynamic decision-making—a framework for determining whether a decision should be made more on intuition, data or processes, or both
- Using powerful questions—recognizing patterns and creating meaning behind data gathered
- Understanding change—identifying the factors underlying people’s ability to absorb and embrace change
- Diversity of thought—seeing and valuing stylistic differences in thinking, personal experiences, and inborn human characteristics

2012, ISBN 978-0-88034-359-6  
208 pages, hardcover  
Product # **CAT0513-216447**  
**Member: \$26.95** | Nonmember: \$34.95

**E-book:**  
Kindle format available at [amazon.com](http://amazon.com).



## Environmental Scanning for Associations

The Everyday Guide to Capturing, Analyzing, and Interpreting Strategic Information

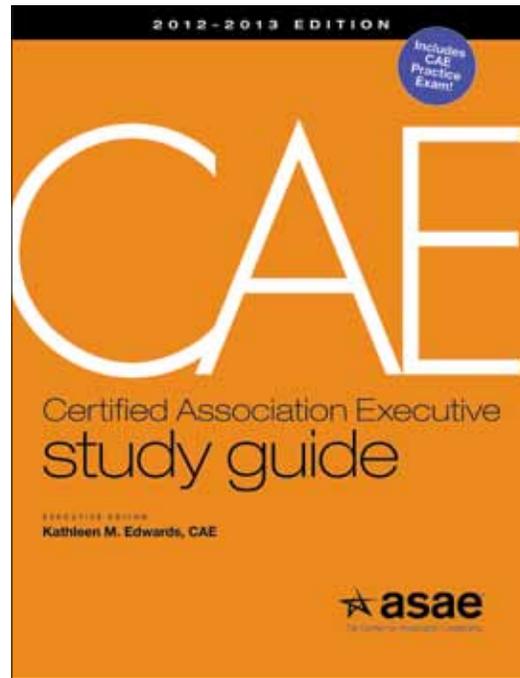
By James Dalton and Alan Balkema

**NEW!** Environmental scanning is the monitoring, interpreting, and acting on trends and conditions that affect your industry, profession, and association. It's an ongoing process that becomes the basis for strategic action and informing course adjustments. Takeaway learning includes:

- The basic elements and framework of a scanning process for associations
- Fundamental concepts for establishing the scanning process
- Illustrations and reference tools for associations

For the beginner or those looking to improve their environmental scanning plan, this guide will help you with understanding and interpreting strategic environmental information.

2012, ISBN 978-0-88034-347-3  
104 pages, softcover  
Product # **CAT0513-216443**  
**Member: \$42.95** | Nonmember: \$54.95



## CAE Study Guide, 2012-2013 Edition

By Kathleen Edwards, CAE

**NEW!** If you are ready to start studying for the Certified Association Executive (CAE) credential, then this is the place to start. Jam packed with everything you need to start studying, including a CAE practice exam composed of official questions released from the CAE item bank, study questions, practice test questions, and other content to help individuals and groups prepare. The guide includes:

- CAE exam content outline
- Easy-to-use self-assessment
- Study and discussion questions
- Key terms and glossary
- Last-minute prep and test tips

Use the *CAE Study Guide* to help you on the road to the CAE designation!

2012, ISBN 978-0-88034-361-9  
340 pages, softcover  
Product # **CAT0513-216079**  
**Member: \$100** | Nonmember: \$100

## Coming Soon!

ASAE's Association Management Press continually releases new publications throughout the year. Check our online bookstore for forthcoming releases:

- *Results of a Governance Study*
- *The Informed Association: A Practical Guide to Using Research for Results*
- Updated edition of *Association Tax Compliance Guide*

# Association Inclusion Index



**NEW!** Take the guess work out of how to apply diversity + inclusion policies and practices in your association with this online tool derived from the best thinking in nonprofit and association management. Eliminate hours collecting and aggregating printed surveys and reports to take organizational efforts to the next level. Or, use this tool to share your progress with stakeholders and strengthen the case for diversity + inclusion funding support.

Immediately receive customized feedback and reports tailored to your needs in the five performance domains most integral to diversity + inclusion in associations.

- **Mission & Focus:** Clarity about the terms “diversity,” and “inclusion” and how to leverage them in practical ways to advance your mission.
- **Leadership Roles & Accountability:** The extent to which ownership of diversity + inclusion goals exists and can be strengthened among organizational stakeholders (e.g. board, senior staff, volunteer groups).
- **Resources:** How monetary and non-monetary resources can be expanded to support diversity + inclusion goals.
- **Operations:** Reveals your associations’ strengths in recruitment, vendor selection, hiring and retention, and compliance with Equal Employment Opportunity policies and procedures.
- **Communications & Culture:** The relevance of messages, meetings, and marketing to different generations and demographic groups.

Benchmark your organization’s diversity and inclusion practices and objectives against community standards with the Association Inclusion Index—available 24/7. Plus, your purchase of the Index includes a Conversation Kit, Resource Lists, and a PowerPoint Slide Deck to use in your discussions about the Index’s findings with various stakeholders

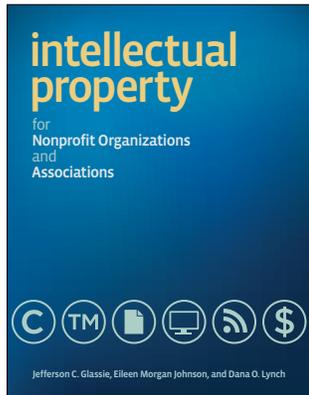
A special thank you to the exclusive supporter of the Association Inclusion Index:



2013, Interactive Tool  
 Product # **CAT0513-107422**  
 Member: **\$199.00** | Nonmember: \$299.00

## Intellectual Property for Nonprofit Organizations and Associations

By Jefferson C. Glassie, Eileen Morgan Johnson, and Dana O. Lynch



**NEW!** Facebook, Twitter, and other online community tools raise a host of intellectual property concerns and questions. So do websites and other electronic communication media. How does the United States Copyright Act apply to social media? What challenges exist with trademarks? Cybersecurity? Privacy? This book answers those questions—plus those pertaining to copyright and contracts, tax issues relevant to content licensing and

advertising realized through third-party agreements, patents, music licensing, and more.

This book demystifies the basic principles of intellectual property for any membership, communications, or other association professional—and the legal issues most applicable to nonprofits and associations. Spot the types of activities that could pose intellectual property rights management concerns so that you can navigate the issues or consult appropriate legal counsel. And, get acquainted with the general types of intellectual property agreements commonly used; sample forms are included.

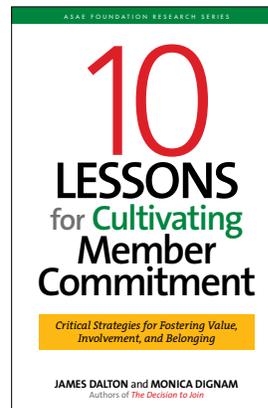
2012, ISBN 978-0-88034-358-9  
136 pages, softcover  
Product # **CAT0513-216446**  
Member: **\$49.95** | Nonmember: \$62.95

**E-book:**  
PDF format available at [asaecenter.org/bookstore](http://asaecenter.org/bookstore).

## 10 Lessons for Cultivating Member Commitment

Critical Strategies for Fostering Value, Involvement, and Belonging

By James Dalton and Monica Dignam

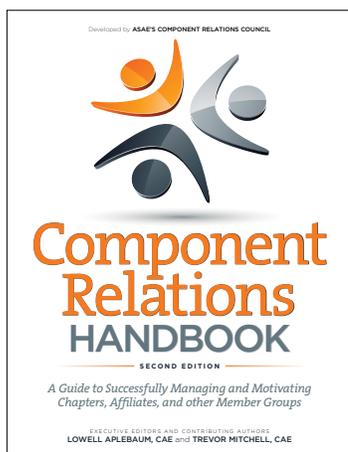


**NEW!** How individuals determine value is a deciding factor on whether they choose to join an organization. The extent to which members are engaged depends on their sense of belonging and the association's ability to consistently deliver value. *10 Lessons for Cultivating Member Commitment* draws membership-strategy insight from key findings of ASAE research to determine what factors go into an individual's membership decisions. The critical decision to belong, rather than merely join, happens when that

first-year member gets a membership renewal invoice—making the experience the individual has during year one critical. Using data from more than 16,000 individuals' responses, this book shares the overall perceptions of the value associations provide, the environmental conditions that most affect members' expectations, the benefit of clear and compelling membership benefits listings, and more. *10 Lessons for Cultivating Member Commitment* identifies the key lessons that are essential to membership-development strategy.

This book is a must-have for any association leader looking to better understand what influences someone's loyalty after joining an organization.

2012, ISBN 978-0-88034-362-6  
68 pages, softcover  
Product # **CAT0513-213089**  
Member: **\$20.95** | Nonmember: \$25.95



## Component Relations Handbook, Second Edition

A Guide to Successfully Managing and Motivating Chapters, Affiliates, and other Member Groups

By Lowell Aplebaum, CAE and Trevor Mitchell, CAE

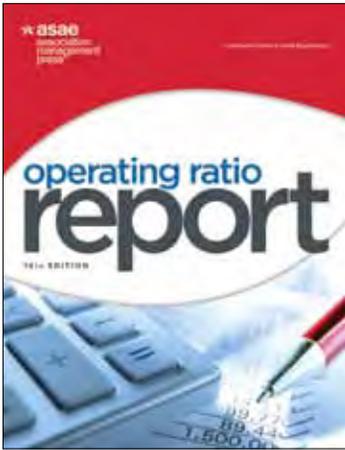
**NEW!** The second edition of ASAE's *Component Relations Handbook* is a compendium of the latest information that component relations, membership, and other professionals need to maximize partnerships between components and their national organizations. Component relations professionals share invaluable lessons about the following key topics:

- The Evolution from Chapter Relations to Component Relations
- Communication
- Legal Issues
- Financial Practices
- Affiliation Agreements

- Strategic Unification
- Volunteer Development
- Meetings

This handbook is a wealth of best practices and procedures that can be tailored to the needs of each type of component inherent to their association's structure. This is a great resource for creating a strategic plan to strengthen relationships – and enhancing services to component members!

2012, ISBN 978-0-88034-357-2  
168 pages, softcover  
Product # **CAT0513-217174**  
Member: **\$42.95** | Nonmember: \$54.95



## Operating Ratio Report, 14th Edition

By ASAE Foundation Research

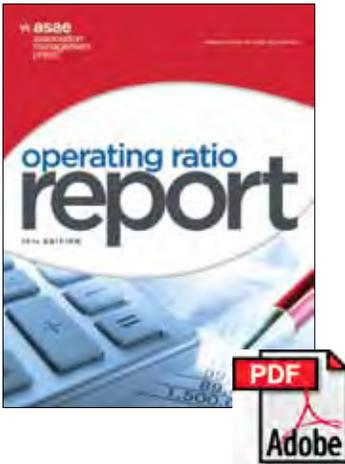
Analyze where your organization stacks up financially and operationally against other similar organizations.

The 2012 edition of this standard financial-ratio reference has been updated with new data from organizations like yours. This reference book succeeds the 2008 edition and is perfect for meaningful financial comparisons by using:

- Income, expense, and balance sheet data
- Data organized by budget size, tax status, membership type, industry sector, geographic scope, major metropolitan area, and asset holdings
- A detailed executive summary—to put the survey results into perspective

Get a comprehensive review of revenue, expense, and balance sheet data you need to effectively evaluate and plan your organization’s financial activities.

2012, ISBN 978-0-88034-351-0  
 235 pages, softcover  
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**Member: \$250.00** | Nonmember: \$325.00



## Operating Ratio Report, 14th Edition PDF Tables

Interested in specific revenue categories? We’ve extracted tables from the *Operating Ratio Report, 14th Edition* and turned them into individual PDFs so you can compare and contrast key metrics, such as net profitability ratio, operating efficiency ratio, and more. You’ll be able to compare against other organizations with similar membership types, tax statuses, and geographic scope.

The report provides:

- Revenue and expense information as a total percentage of overall revenue
- Balance sheet data
- Detailed cost allocation practices

**e E-book:**  
 PDF Download  
 Per each association revenue category:  
**Member \$135** | Nonmember: \$199

## Scan-to-Plan Interactive



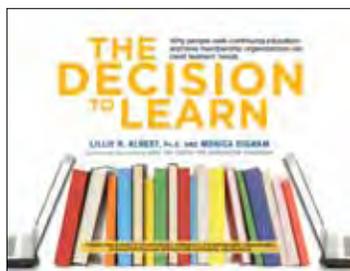
Environmental scanning is a collaborative activity. In fact, insight is absorbed more deeply into the organization with the involvement of more people. *Scan-to-Plan Interactive*, an online tool, is designed to help you and other members of your organization sort out and prioritize trends that could shape your future. The ASAE Foundation, long supportive of trend analysis—peer-vetted collection of social, technological, environmental, economic, and political trends likely to affect associations and the industries and professions they represent.

This new online tool is designed to allow any group you designate to rank and comment on the trends, thereby saving you time in identifying what members see as important factors in your organization’s future and allowing you to structure strategic discussions accordingly.

2012, Interactive Tool  
 Product # **CAT0513-213900**  
**Member: \$100.00** | Nonmember: \$140.00

# What Motivates Your Members?

Find Out With **THE DECISION** Series



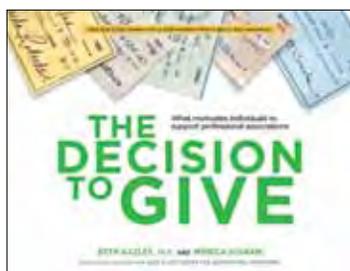
## The Decision to Learn

Why People Seek Continuing Education and How Membership Organizations Can Meet Learners' Needs

If you are serious about improving your educational programs, finding the right mix of formats for your audiences, and increasing participation, *The Decision to Learn* is just the place to start. The study—informed by the survey responses of nearly 8,000 members from a variety of membership organizations—explored learners' needs and preferences, their actions, and the influences that demographic characteristics and

other factors have on the continuing-education choices individuals make. Executives, managers leading educational programming development and marketing, consultants, educators, speakers, and others will benefit from the insights found in it.

2010, ISBN 978-088034-324-4  
100 pages, softcover  
Product # **CAT0513-213099**  
Member: **\$69.95** | Nonmember: \$89.95



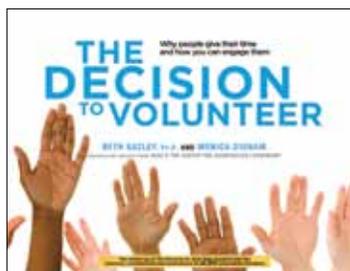
## The Decision to Give

What Motivates Individuals to Support Professional Associations

If you're raising funds or planning to, you're looking reality squarely in the eye: prospective donors have seemingly infinite options for giving. Find out how to convince more of your constituents to give to your organization with this book. The *Decision to Give* study explores giving in mutual-benefit associations through lenses such as gender, academic achievement, income level,

and more, providing thought-provoking insight you can use in creating or refining development strategy aimed at making your organization an affirmative choice for donor dollars.

2010, ISBN 978-088034-318-3  
62 pages, softcover  
Product # **CAT0513-213094**  
Member: **\$44.95** | Nonmember: \$59.95



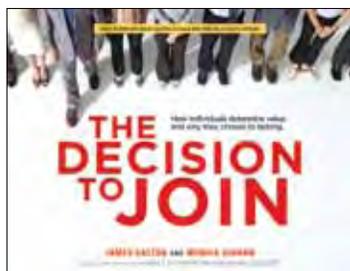
## The Decision to Volunteer

Why People Give Their Time and How You Can Engage Them

Attract the best and brightest to your boards and committees and engage them in work they love when you learn what motivates them! *The Decision to Volunteer*—based on survey responses from an astounding 26,000 respondents—provides priceless information you can use to develop and nurture your volunteer efforts. Learn why—and under what circumstances—people are willing to give their time to volunteer activities. Consider how

many more talented volunteers you can attract and retain when you know their motivations and inspirations for giving of their time and talent. Discover how to invest so that your volunteers continue giving their time to your organization.

2008, ISBN 978-0-88034-299-5  
144 pages, softcover  
Product # **CAT0513-213098**  
Member: **\$69.95** | Nonmember: \$89.95



## The Decision to Join

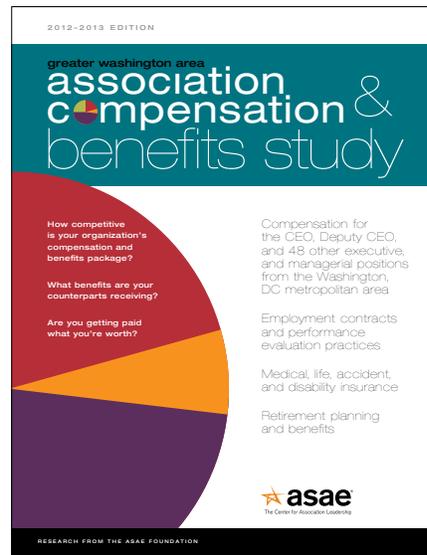
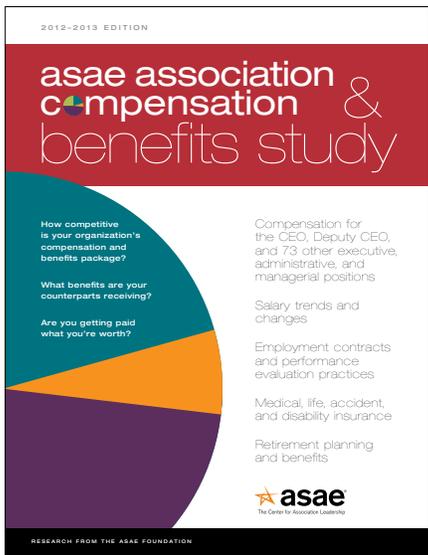
How Individuals Determine Value and Why They Choose to Belong

Answer this question once and for all: Why do people choose to join an association—and how do they determine value? Knowing the definitive answer opens a world of opportunities for you. This book allows you to identify improved value propositions, build more effective strategies to recruit and retain members, and target member and prospect segments with customized offers. Using data from more than 16,000 individuals' responses, *The Decision to Join* findings explore the

deepest level of demographic, attitudinal, and other influential factors that affect an individual's decision-making process. Data is segmented by generation, gender, affiliation and involvement, employer type, and much more.

2007, ISBN 978-0-88034-286-5  
128 pages, softcover  
Product # **CAT0513-213096**  
Member: **\$69.95** | Nonmember: \$89.95

# Is your compensation package competitive?



## ASAE Association Compensation & Benefits Study, 2012-2013 Edition

By ASAE Foundation Research

**NEW!** You simply will not find a more detailed, association-specific compensation study to help you compare and contrast your organization's compensation and benefits. Updated with the latest data representing more than 6,800 association staff from more than 860 organizations, the *ASAE Association Compensation & Benefits Study* is a continual bestseller from year-to-year. Once you take a look you'll see why countless executives and human resource professionals rely on this powerful resource. Use it to:

- Compare and contrast compensation, benefits, and perks of association staff positions
- Access data that's sliced by a variety of specific organizational characteristics including membership type, budget, staff size, geographic locations, IRS tax status, industry sector and more

That's not all. The study is so complete you'll find data on employment contracts and performance evaluation practices as well as details on insurance, whether you're looking for medical, life, accident, or disability. Rounding it all out is information and data on retirement planning and benefits. Plus, we've included helpful hints on reading the data tables to make it quicker and easier for you to compare data.

As an added bonus, you receive an executive summary that includes an in-depth analysis of key data. Use it to accurately interpret trends and changes in compensation and benefits.

Read more on pages 22.

2012, ISBN 978-0-88034-352-7  
208 pages, softcover  
Product # **CAT0513-213124**  
**Member: \$210.00** | Nonmember: \$325.00

## Greater Washington Area Compensation & Benefits Study, 2012-2013 Edition

By ASAE Foundation Research

**NEW!** The Washington, DC metro area is the epicenter of the association world, making it the ideal place to conduct a compensation and benefits study. We've made it easy for you to compare salaries and benefits in order to feel confident that you're receiving the package you're due. Ensure that you're getting the best salary and benefits package for your position, and use the study to benchmark your staff positions as well.

Read more on pages 22.

2012, ISBN 978-0-88034-353-2  
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## Association Compensation Interactive



Access reports tailored to your association’s business operations needs! Drawing on the robust data from the 2012 Association and Greater Washington Compensation & Benefits Studies, this interactive tool allows you to generate customized reports on CEO and employee compensation and benefits, as well as retirement plans.

Filter by the following multiple criteria simultaneously and export reports in a variety of formats—bar graphs, line charts:

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- Organization Type
- Comparable Industry Peers
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Plus, gain access to an electronic copy of the entire national and Great Washington reports with your purchase!

2012, Interactive Tool  
 Product # CAT0513-213126  
**Member: \$389.00** | Nonmember: \$525.00

## Compensation Table PDF Downloads

By ASAE Foundation Research

We drill down and extract data from the ASAE Association Compensation & Benefits Study, 2012-2013 Edition to provide compensation tables by position title. You’ll be able to find out compensation information based on similar organizations by using member type, budget, staff, size, and more! Order now and get immediate access to the position of your choice.

**E-book:**  
 PDF format available.  
 2012, PDF Download  
**Member: \$24.95 - \$59.95 per position** | Nonmember: \$34.95 - \$79.95 per position



## The Benchmarking in Association Management Series

By ASAE Foundation Research

Interested in which metrics others use to track and measure success? Or maybe, you’re looking to pinpoint needed changes at your organization. Collected from our Benchmarking in Associations Management surveys, each volume in this series gives you a firsthand look at what others are doing at other organizations similar in size or type in various functional areas. Select the volume(s) that will best support your benchmarking needs.

Check out all the benchmarking studies, available at your fingertips:

- Communications, PR, and Government Affairs Policies and Procedures
- Conventions and Meetings, Education and Professional Development Policies and Procedures
- Financial Operations Policies and Procedures
- Governance Policies and Procedures
- Human Resources, Legal, and Office Management Policies and Procedures
- Membership and Components Policies and Procedures
- Research and Publications Policies and Procedures
- Social Media Policies and Procedures
- Technology Policies and Procedures

**E-book:**  
 PDF format available.  
**Member: \$34.95** | Nonmember: \$44.95

# Governing for Growth

Using 7 Measures of Success to Strengthen Board Dialogue and Decision Making

By Nancy R. Axelrod



Your board is one of the most valuable assets to your organization. Understanding how to engage in meaningful, productive dialogue to foster positive change and improved relations is one of the golden keys to organizational success. With this outstanding resource you can help your board step up and improve organizational performance—and take your association to new levels of growth and productivity.

Complementary to our runaway bestseller, *7 Measures of Success*, *Governing for Growth* delivers a practical framework for ongoing performance improvement that focuses the board on strategic dialogue and decision making that achieves results.

Written for CEOs and board members by Nancy R. Axelrod, governance consultant and BoardSource founding president, this powerful, new, information-rich resource includes:

- Practical ways to assess your board's readiness to implement the 7 measures
- Expert how-to guidance in preparing your board to apply any of the 7 measures to its work
- Opportunities for engaging your board in organizational improvement and advancing good governance
- Powerful, proven resources to help you design, customize, and implement strategic thinking discussions

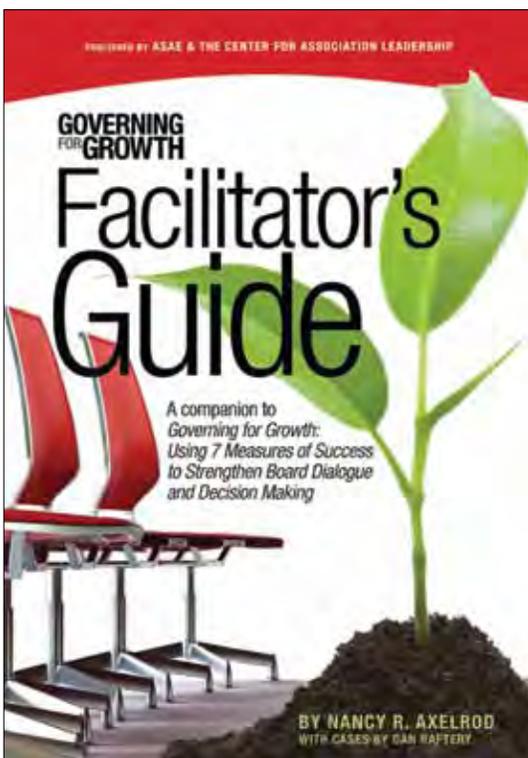
Ideal for CEOs, board members, and executive management.

2009, ISBN 978-088034-309-1

48 pages, softcover

Product # **CAT0513-216426**

**Member: \$19.95** | Nonmember: \$25.95



## Governing for Growth Facilitator's Guide

By Nancy R. Axelrod

Purchase copies of the complementary *Governing for Growth* for each of your board members, and you will have made the decision to invest in engaging your board in strategic dialogue and decision making to produce ongoing performance improvement. Now maximize that investment with this narrowly focused tool—designed specifically for the CEO, board chair, consultant, or other facilitator to lead the charge in a methodical, results-driven process of strategic dialogue that sows the seeds for organizational growth through exceptional governance.

2010, ISBN 978-0-88034-316-9

60 pages, softcover

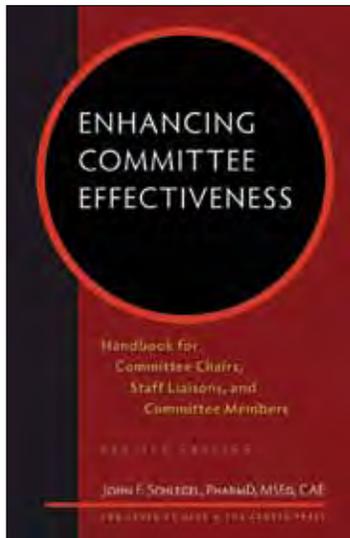
Product # **CAT0513-216430**

**Member: \$25.95** | Nonmember: \$32.95

## Enhancing Committee Effectiveness

Handbook for Committee Chairs, Staff Liaisons, and Committee Members, Second Edition

By John F. Schlegel, CAE



One of the top how-to resources of all time. With this hands-on, practical book, gone are the days of committees for committee's sake or committees that go nowhere fast. Inside you'll find real-world how-to's for developing agendas, conducting productive meetings, writing reports, and presiding over meetings that get the tasks done. There are even sample job descriptions to eliminate role confusion.

This book is an excellent resource for CEOs and association staff who interact with volunteer committees, task forces, councils, or commissions. Includes:

- Checklists for the committee chair for carrying out communication, engaging participation, and providing effective leadership
- Clear-cut lists of committee chair responsibilities
- List of the top ways to make and maintain contact with committee members
- Little-known practices for structuring more productive meetings
- Best-kept secrets to becoming a highly effective facilitator
- Effective techniques for ensuring that your committee chairs and staff liaisons are operating at peak productivity in their respective roles; and much more

2009, ISBN 978-0-88034-314-5  
40 pages, softcover  
Product # **CAT0513-216718**  
**Member: \$10.95** | Nonmember: \$13.95

## 2013 Associations Now Volunteer Leadership Issue Magazine



The 2013 *Associations Now Volunteer Leadership Issue* is a terrific orientation tool for your board, and other volunteers will benefit from the issue's contents as well. This issue is part of *Associations Now Magazine* and is one of the most popular issues, which includes a board primer. The exclusively featured board primer section is a collection of brief, nuts-and-bolts articles covering everything from essential board fiduciary responsibilities to financial leadership.

The board primer is only available in the print version of the 2013 *Associations Now Volunteer Leadership Issue* and contains key content you won't want to miss, making it more important than ever to place your order today.

The 2013 *Associations Now Volunteer Leadership Issue* will address the following key topics:

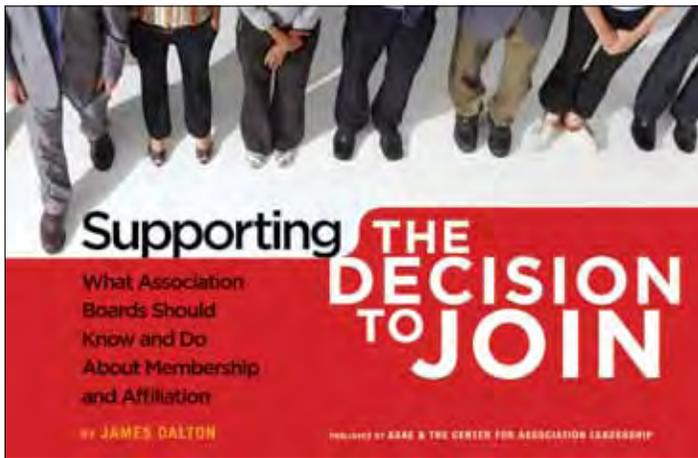
- Advice on common legal pitfalls
- Tips on selecting insurance and understanding financial statements
- How to create a strategic plan that works
- Building diversity and inclusion into your board
- Best practices for CEO performance reviews and succession planning
- Stopping toxic board conflicts before they start

Be sure to order a copy for every board member and volunteer leader – the more you buy the more you save!

### QUANTITY DISCOUNTS FOR THE 2013 ASSOCIATIONS NOW VOLUNTEER LEADERSHIP ISSUE

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201+ copies	\$4.00 each	\$8.00 each

January 2013  
Product # **CAT0513- 330025**  
**Member: \$8.00** | Nonmember: \$16.00



## Supporting the Decision to Join

What Association Boards Should Know and Do About Membership and Affiliation

By James Dalton

Provide the information your board needs to drive member loyalty and engage in strategic deliberation intelligence-based decision making. Grounded in sound research mined from the 2007 *The Decision to Join Study*, author James Dalton studied the responses for board-level implications and has added his own authoritative insights. Inspire your board strategy with these takeaways:

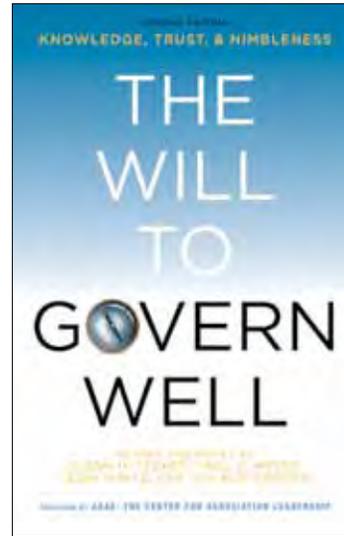
- Member involvement that drives loyalty – a measure of involvement should be an organizational performance metric
- Board members should check the assumption that their views reflect those of rank and file members

2009, ISBN 978-088034-310-7  
64 pages, softcover  
Product # **CAT0513-216427**  
**Member: \$17.95** | Nonmember: \$23.95

## The Will to Govern Well

Knowledge, Trust & Nimbleness, Second Edition

Edited by Glenn H. Tecker, Paul D. Meyer, Leigh Wintz, CAE, and Bud Crouch



Completely updated, *The Will to Govern Well* is a treasury of enlightening, eye-opening, and at times startling revelations that could dramatically alter the way your association operates. Discover how today's most successful organizations thrive and overcome challenges. Ideal for those in position to design or influence governance systems, this book is based on in-depth research on more than 1,000 association staff and member leaders. This edition includes:

- A new chapter to help organization leadership adopt and make real a knowledge-based culture
- A new chapter on the intelligent association that reflects contemporary environments in which organizations operate
- Key characteristics that set apart those associations that react to change positively and quickly
- The importance of developing governance systems controlled by tomorrow's challenges, not yesterday's rumors
- Valuable insights that demonstrate what it means to be a forward-thinking organization

2010, ISBN 978-0-88034-325-1  
272 pages, softcover  
Product # **CAT0513-216896**  
**Member: \$45.95** | Nonmember: \$57.95



## 199 Ideas

Build a Better Board

Edited by Douglas M. Kleine, CAE

Every CEO, staff member, and consultant who works with boards wants to improve the performance and experience of the governing body. The board wants to be better, too.

Here's a handy compendium of ideas for anyone who works with boards, culled from ideas shared by CEOs, governance experts, and others. Volunteer leaders—especially chief elected officers—will find the inspiration and the practical pointers immediately useable in this book. Sharpen your ability to:

- Provide effective orientation
- Communicate fiduciary responsibilities

- Focus on policy and strategy
- Engage board members
- Streamline meetings
- Make board dialogue effective
- Ensure effective board-staff relationships
- Enhance the board member's experience

2011, ISBN 978-0-88034-332-9  
88 pages, softcover  
Product # **CAT0513-217507**  
**Member: \$22.95** | Nonmember: \$29.95

**E-book:**  
Kindle format available at [amazon.com](http://amazon.com).

## Assessment of the Chief Executive for Associations interactive TOOL

By ASAE, in collaboration with BoardSource

*Assessment of the Chief Executive for Associations*, developed in partnership with BoardSource, helps establish the common understanding needed between CEOs and volunteer leaders to fulfill organizational goals. Customized for an association's specific needs, this tool saves hours of volunteer leadership and staff time by compiling confidential evaluations into user-friendly summary reports that can be accessed during a 12-month cycle. Explore how the use of this interactive tool can:

- Create a mechanism for chief executives and boards to agree on goals and priorities
- Measure strengths and needed improvements
- Determine priorities at the beginning of the year and assess the progress of meeting these goals at the end
- Reinforce your association's commitment to professional excellence
- Self-select all parties whose evaluations should be captured
- Address new IRS Form 990 information requests that encourage assessment.

Visit [boardsource.org/asae](http://boardsource.org/asae) to order or view a demo. If you are an ASAE member, enter **ASAEofferA** to get the special rate.

**Member: \$899.00** | Nonmember: \$1,199.00

## The Board Self-Assessment for Associations interactive TOOL

By ASAE, in collaboration with BoardSource

Introducing the *Board Self-Assessment for Associations* developed by ASAE and BoardSource. The assessment allows your board to candidly reflect on how well it is meeting its governance responsibilities. When each board member completes the assessment, the combined answers—summarized in a report that is delivered to you—will lay the foundation for setting priorities and motivating the board, individually and collectively, to strengthen performance and governance practices.

The *Board Self-Assessment for Associations* is designed to:

- Establish a common understanding of board roles and responsibilities
- Provide a data report that helps discover areas of strength and improvements needed
- Demonstrate the board's commitment to good governance
- Address new IRS requirements that encourage assessment
- Help association boards be more strategic and accountable in today's competitive environment
- Measure your board's performance against recognized roles and responsibilities of nonprofit boards as defined by BoardSource
- Self-select all parties whose evaluations should be captured

Visit [boardsource.org/asae](http://boardsource.org/asae) to order or view a demo. If you are an ASAE member, enter **ASAEofferA** to get the special rate.

**Member: \$749.00** | Nonmember: \$975.00

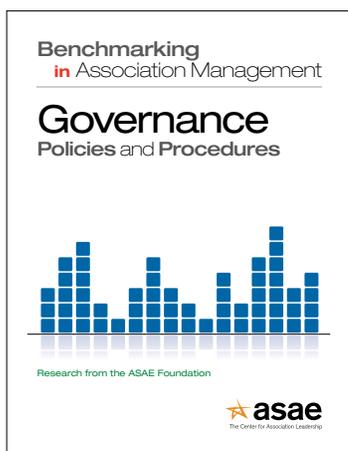


## The Busy Board Series

The Busy Board Series is written to help your board members quickly access tips and tools that will give them a greater understanding of their role and responsibilities. Stepping into a board member role comes with great responsibility; help your board members make the most of their time with the Busy Board Series. This year we've released the following titles, with more to come in the upcoming years:

- *Fundraising Without Fear: A Board Member's Guide to Raising Money*
- *The Governing Board: Key Responsibilities for Association Boards and Board Members*

Read more about these new releases on page 4.



## Benchmarking in Association Management: Governance Policies and Procedures

By ASAE Research

**NEW!** Compare your governance practices to practices of other organizations similar in size and type from data collected from responses to our Benchmarking in Association Management surveys.

The data gives you a firsthand look at what others are doing in the areas of:

- Board and volunteer policies
- Board composition
- Board elections, nominations, and voting
- Board meetings
- Board and volunteer orientation and training
- Board positions and more

Read more on page 12.

2011, ISBN 978-0-88034-506-4  
Product # **CAT0513-213600**  
**Member: \$34.95** | Nonmember: \$44.95

**E-book:**  
PDF format available at [asaecenter.org/bookstore](http://asaecenter.org/bookstore).

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## Kindle Titles

Get the latest Association Management Press publications on your Kindle! With tons of titles available at amazon.com you'll be able to get the information you need at the click of a button. Here are some of the titles we offer in the Kindle format:

- *199 Ideas: Build a Better Board*
- *199 Ideas: Building Meeting Attendance and Revenue*
- *199 Ideas: Creative Communications & Public Relations*
- *199 Ideas: Enhancing Learning Experiences*
- *199 Ideas: Member Service and Engagement*
- *199 Ideas: Membership Recruitment and Retention*
- *199 Ideas: Powerful Marketing Tactics That Sell*
- *199 Ideas: Raising Revenue*
- *7 Measures of Success: What Remarkable Associations Do That Others Don't—Revised and Updated Edition*
- *Chaos for Breakfast: Practical Advice and Humor for Nonprofit Executives*
- *The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century*
- *From Insight to Action: Six New Ways to Think, Lead and Achieve*
- *Race for Relevance: 5 Radical Changes For Associations*
- *Road to Relevance: 5 Strategies for Competitive Associations*
- *Return on Impact: Leadership Strategies for the Age of Connected Relationships*
- *Social Networking for Nonprofits: Increasing Engagement in a Mobile and Web 2.0 World*

## Operating Ratio Report, 14th Edition PDF Tables and Compensation Table PDF Downloads

Quick and economical, these downloadable PDFs are perfect when you need just a slice out of our full compensation or Operating Ratio reports.

### Operating Ratio Report, 14th Edition PDF Tables

Evaluate key metrics and benchmark income, expense, and balance sheet data. Order just the revenue category you need to compare against similar type organizations and help plan your organization's financial activities. Seven different revenue categories available. See the full list of tables available on page 21.

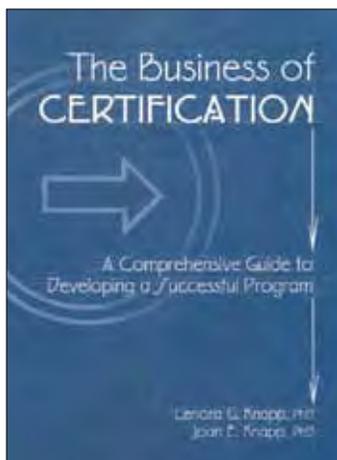
### Compensation Table PDF Downloads

Find salary information available for more than 70 association positions including CEO, CFO, CIO, and HR director. The data is extracted from our 2012–2013 *Association Executive Compensation and Benefits Study*. Downloads range from \$24.95–\$59.95 for members and \$34.95–\$74.95 for nonmembers.

## Free! Resource Kits—We Did the Work for You!

Free Resource Kits are online bibliographies available on a host of different functional areas such as professional development, legal, finance, and business operations. These compilations are true time-savers, as they direct you to the

resources and information you need without having to invest in tedious research. Find the Resource Kit that's right for you at [asaecenter.org/Marketplace/ResourceKit](http://asaecenter.org/Marketplace/ResourceKit).



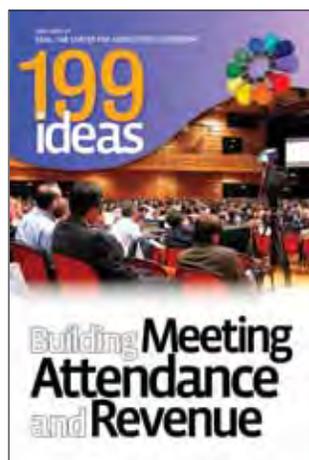
## The Business of Certification

A Comprehensive Guide to Developing a Successful Program

By Lenora G. Knapp, Ph. D. and Joan E. Knapp, Ph. D.

Transform your certification program into the revenue generator it should be! Achieve the level of success and prestige that comes with offering these programs by taking a strong business approach to its development and management. Learn the how-to's from experienced certification experts who go in-depth to cover such key topics as marketing and strategic planning, global certification, and transitioning to computer-based testing. Includes a supplementary toolkit of 21, easy-to-use worksheets.

2002, ISBN 978-0-88034-177-7  
190 pages, softcover  
Product # **CAT0513-216834**  
Member: **\$54.95**  
Nonmember: \$68.95



## 199 Ideas

Building Meeting Attendance and Revenue

Don't repeat the same efforts year after year! In today's "reset" economy, stable may appear to be the new normal, but we know that growth needs to happen to remain viable. Make sure your events and programming offer attendees and prospects value they can't pass up. Make your offerings unique and learn ways that can give you the competitive edge.

Use this book as a checklist to ensure you're doing everything you can to:

- Boost attendance and create customer loyalty
- Increase revenue and reduce expenses
- Create new ideas for events, exhibits and sponsors

2011, ISBN 978-0-88034-328-2  
64 pages, softcover  
Product # **CAT0513-217504**  
Member: **\$22.95**  
Nonmember: \$29.95

 **E-book:** Kindle format available at amazon.com.



## 199 Ideas

Enhancing Learning Experiences

*Edited by Mickie S. Rops, CAE*  
Providing meaningful continuing education is a big part of what most membership organizations do. And people certainly do turn to them for it. If you're involved in or influence your organization's education-program development, then get this resource. At 12 cents or so an idea, you can't miss!

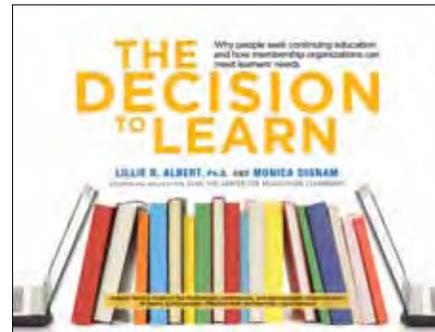
*199 Ideas: Enhancing Learning Experiences* explores:

- Content-development process
- Speaker selection and coaching
- Programming formats
- Virtual and blended learning
- Post-event follow-up and continuation of the learning experience
- Evaluation techniques
- Specific programming ideas

Steal the ideas in *199 Ideas: Enhancing Learning Experiences*, twist them around to make them work for your audiences, or just use the book to help you dream up your own cool new programs. It's a must-have.

2011, ISBN 978-0-88034-331-2  
88 pages, softcover  
Product # **CAT0513-217506**  
Member: **\$22.95**  
Nonmember: \$29.95

 **E-book:** Kindle format available at amazon.com.



## The Decision to Learn

Why People Seek Continuing Education and How Membership Organizations Can Meet Learners' Needs

By Lillie R. Albert, Ph.D. and Monica Dignam

If you are serious about improving your educational programs, finding the right mix of formats for your audiences, and increasing participation, *The Decision to Learn* is just the place to start. The study—informed by the survey responses of nearly 8,000 members from a variety of membership organizations—explored learners' needs and preferences, their actions, and the influences that demographic characteristics and other factors have on the continuing-education choices individuals make. Executives, managers leading educational-programming development and marketing, consultants, educators, speakers, and others will benefit from the insights found in it. This new study is certain to become a must-have resource.

Read more on page 10.

2010, ISBN 978-088034-324-4,  
100 pages, softcover  
Product # **CAT0513-213099**  
Member: **\$69.95**  
Nonmember: \$89.95

# Core Competencies in Association Professional Development, Second Edition

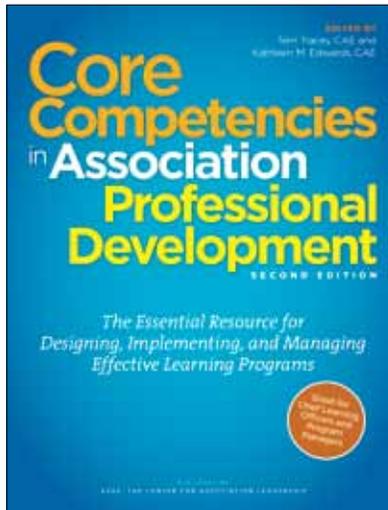
The Essential Resource for Designing, Implementing, and Managing Effective Learning Programs

Edited by Terri Tracey, CAE and Kathleen Edwards, CAE

Running a highly effective association education program takes many different disciplines and requirements. To get the most comprehensive insight on how to structure a dynamic, effective education program, look no further than *Core Competencies in Association Professional Development*.

It precisely defines what an effective education program looks like. Join the authors as they share their expertise on the skills and competencies required to develop and run such a program. Here's a firsthand look at the chapter content.

- The Learning Professional in Associations
- Strategic and Business Planning
- Developing a Body of Knowledge
- Instructional Design and Program Delivery
- Legal Issues & Managing Risk in Professional Development Activities



- Credentialing Essentials
- Marketing Professional Development Programs, Products, and Services
- The Why and How of Evaluation
- Technology in Professional Development Programs, Products, and Services
- Relationship Management
- Management, Staffing, and Administration
- Associations as Knowledge Organizations

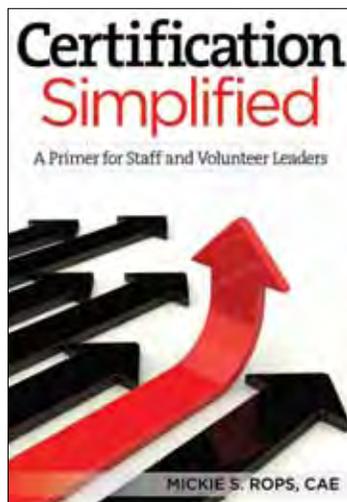
Your education program can be an excellent source of non-dues revenue—hold it to the highest standards for great success.

2011, ISBN 978-0-88034-326-8

260 pages, softcover

Product # **CAT0513-216020**

**Member: \$49.95** | Nonmember: \$64.95



## Certification Simplified

A Primer for Staff and Volunteer Leaders

By Mickie S. Rops, CAE

Decode the complexities of certification to be more informed about the decisions you need to make as an association executive or volunteer leader. *Certification Simplified* takes an engaging, conversational tone in sharing the wisdom necessary to develop and implement a quality certification program. Get a glossary of key certification concepts and testing terms. And, safeguard your organization against making bad decisions that could have big ramifications—angry customers, program failure, and even legal battles.

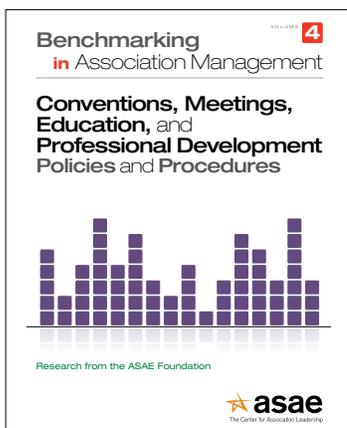
Take this book with you to board meetings and other important engagements. You no longer need to make those tough decisions on your own. It is also a great resource for each of your board members.

2011, ISBN 978-0-88034-344-2

92 pages, softcover

Product # **CAT0513-216078**

**Member: \$17.95** | Nonmember: \$21.95



## Benchmarking in Association Management

Conventions and Meetings, Education, and Professional Development Policies and Procedures

By ASAE Foundation Research

How do your meetings and events stack up to other similar associations? We've compiled data, collected from responses to our Benchmarking in Association Management surveys, to give you a look at what others are doing in the areas of conventions, professional development, certification and accreditation. This tool comes with a complete analysis so you can see how you rank.

2012, ISBN 978-0-88034-535-4

Product # **CAT0513-213604**

**Member: \$34.95** | Nonmember: \$44.95

**E-book:**  
PDF format available.

## Financial Management Handbook for Associations and Nonprofits

Second Edition

Craig Stevens, CPA  
Carol Barnard, CPA  
Dawn Brown  
Kathy Cuddapah, CPA  
Laila Mitchell, CPA  
Rob Eby, CPA



PUBLISHED BY ASAE, THE CENTER FOR ASSOCIATION LEADERSHIP

## Financial Management Handbook for Associations and Nonprofits, Second Edition

By Craig Stevens, CPA; Carol Barnard, CPA; Dawn Brown; Kathy Cuddapah, CPA; Laila Mitchell, CPA; and Rob Eby, CPA

Today's financial rules are complicated, so it's no surprise that this book is so popular! Use it to navigate complex financial management rules and skillfully budget and manage your organization's finances. Packed with real-world examples, practical samples, and expert advice, it can make your job easier and less stressful when it comes to sound financial management and reporting practices. Gain full confidence on the following topics pertaining to your association's revenue and expenses.

- Generally Accepted Accounting Principles
- Financial Reporting
- Tax Reporting
- Relationships with Auditors
- And more

2011, ISBN 978-088034-342-8  
240 pages, softcover  
Product # **CAT0513-216893**  
Member: **\$54.95** | Nonmember: \$68.95

## Association Tax Compliance Guide

By Jeffrey S. Tenenbaum, Esq.



An easy-to-use reference that you'll turn to repeatedly to find the answers you need to avoid potential tax problems and take advantage of the untapped opportunities available to your association. Written for association executives and their advisers, this book will provide the non-tax professional with a good grasp of the unique and complex federal tax laws that can have a significant impact on the day-to-day activities of your association.

**Softcover:**  
2000, ISBN 978-0-88034-184-4, 176 pages  
Product # **CAT0513-216821**  
Member: **\$48.95** | Nonmember: \$65.95

**Hardcover (not shown):**  
2000, ISBN 978-0-88034-166-0, 176 pages  
Product # **CAT0513-216820**  
Member: **\$66.95** | Nonmember: \$83.95

## Guide to the Newest IRS Form 990

Interpreting and Complying with the New Tax Reporting Requirements for Transparency and Accountability

By Charles F. Tate, CPA; Deborah G. Kosnett, CPA; Douglas A. Boedeker, CPA; Subrina L. Wood, CPA; and Frederick U. Longwood, CPA, MST



According to the new 990, if you're managing or influencing policies and practices, then you're automatically accountable. That can be a daunting proposition considering that the new form incorporates the most substantive changes in 30 years. What's more, it requires more reporting in areas like governance and compensation. Understanding the new 990 will help you and your board make more informed decisions—and that's where the *Guide to the Newest IRS 990* comes in. You don't just get instructions. Instead, you get a teaching tool that provides practical real-world interpretation of the form—direct from leading CPAs from the accounting firm Tate and Tryon. You'll be able to fully, clearly, and confidently understand, interpret, and work with the new 990.

2009, ISBN 978-0-88034-305-3  
168 pages, softcover  
Product # **CAT0513-216265**  
Member: **\$39.95** | Nonmember: \$51.95

**E-book:**  
PDF format available at [asaecenter.org/bookstore](http://asaecenter.org/bookstore).

## How to Read Nonprofit Financial Statements, Second Edition

By Andrew S. Lang, CPA and Wayne Berson, CPA



Financial statements made simple to understand? Absolutely! Unravel the complexities of financial statements with ease and confidence. Developed to show you what you need to know to understand what you're reading—and decipher what it all means—this insightful resource will guide you, line-by-line, through the financial reports key to every nonprofit organization. When you're done, you'll understand statements of financial positions, activities, and cash flow among other key data. If you're a non-accountant professional not well-versed in financial statements, an executive or manager with new budgetary responsibilities, or volunteer leader struggling to understand the true financial picture of your organization, this is the book for you.

2010, ISBN 978-0-88034-323-7  
96 pages, softcover  
Product # **CAT0513-216421**  
Member: **\$28.95** | Nonmember: \$34.95

## Operating Ratio Report, 14th Edition

By ASAE Industry Research



Get your hands on the 14th edition of the *Operating Ratio Report*. Get the latest data so you can analyze where your organization stacks up financially and operationally compared to other similar organizations.

If you're serious about evaluating and improving your organization's operations, then this is the desktop reference for you. Learn about benchmarks in financial and operational performance in easy-to-use tables. Features of the study include:

- Income, expense, and balance sheet data
- Data organized by budget size, tax status, membership type, industry sector, geographic scope, and metropolitan areas
- A detailed executive summary that puts the survey results into perspective

Read more on page 9.

2012, ISBN 978-0-88034-351-0

235 pages, softcover

Product # **CAT0513-213042**

**Member: \$250.00** | Nonmember: \$325.00

## Operating Ratio Report, 14th Edition PDF Tables

By ASAE Industry Research



Now you can get the information you need from the *Operating Ratio Report* for your organization's revenue category. Find the revenue range that matches your association and download the PDF today. You'll be able to evaluate metrics such as net profitability ratio, operating efficiency ratio and more against other similar organizations that are also in your revenue category.

The report provides:

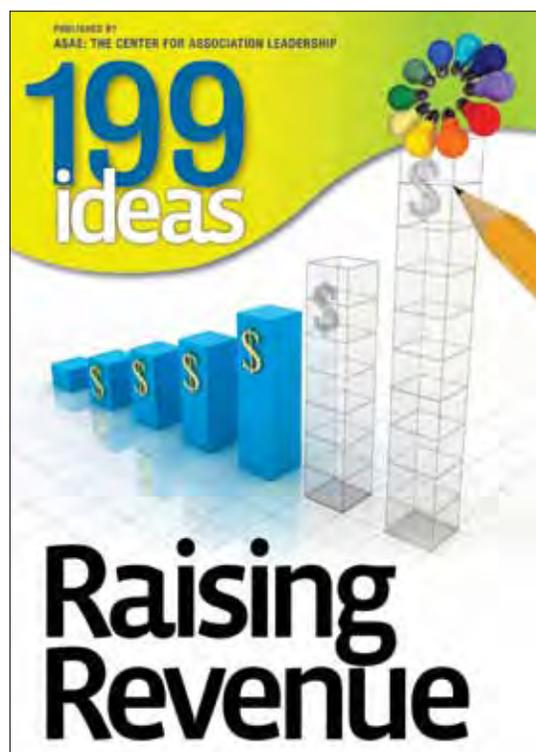
- Revenue and expense information as a total percentage of overall revenue
- Balance sheet data
- Detailed cost allocation practices

We have various *Operating Ratio Report* PDF extractions in the following revenue categories:

- \$500,000 or less
- \$1,000,000 or less
- \$1,000,001 to \$2,000,000
- \$2,000,001 to \$5,000,000
- \$5,000,001 to \$10,000,000
- \$10,000,001 to \$20,000,000
- \$20,000,001 and greater

Read more on page 9.

**E-book: 2012, PDF Download**  
**Member: \$135** | Nonmember \$199



## 199 Ideas

### Raising Revenue

There is one thing that keeps associations' doors open and that is revenue. In order to grow and maintain quality programming associations and nonprofits need to create a steady flow of revenue, and with the emergence of technology there are new ways to get revenue you need. You'll get off-the-wall inspiration that will help you jump start your own ideas. This book shares with you 199 ideas on revenue-raising fundamentals, fresh twists on tried-and-true tactics, and other ways to bring in revenue such as:

- Advertising and sponsorship
- Affinity programs
- Expos
- Membership dues models
- Operations
- Partnerships

2010, ISBN 978-0-88034-330-5

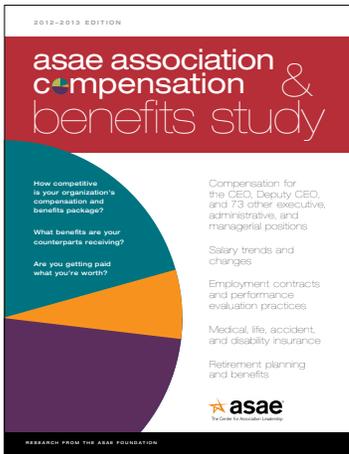
68 pages, softcover

Product # **CAT0513-217505**

**Member: \$22.95** | Nonmember: \$29.95

**E-book:**  
Kindle format available at amazon.com.

# See How Your Association Stacks Up



## Association Compensation and Benefits Study, 2012-2013 Edition

By ASAE Foundation Research

This is the ultimate guide to understanding your association or organizations' compensation and benefits, and how they compare to similarly structured organizations. Countless organizations rely on this important information to evaluate their compensation and benefit plans. With complete data on salary levels and benefits for 75 executive-level and administrative positions through the U.S., this bestseller has more than 150 tables of benchmarking information. Plus, we've added helpful hints on reading the data tables, so you can find what you need quickly and easily.

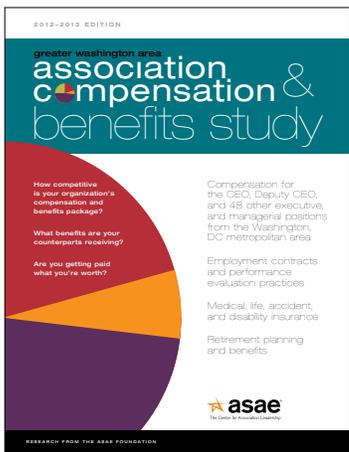
When comparing your compensation and benefits plan, it's important to find similarly structured associations, for an "apples-to-apples" analysis. We've helped you do this by splicing our data into various criteria, such as membership type, budget, staff size, geographic location, IRS tax status, industry sector, and more!

Other features included are:

- Tracking of salary changes and trends
- Employment contract and performance evaluation practices
- Details on medical, life, accident and disability insurance
- Information on retirement planning and benefits

As an added bonus, we've included an executive summary that offers in-depth analysis of key data so you can easily interpret trends.

2012, ISBN 978-0-88034-352-7  
280 pages, softcover  
Product # **CAT0513-213124**  
Member: **\$210.00** | Nonmember: \$325.00



## Greater Washington Area Compensation and Benefits Study, 2012-2013 Edition

By ASAE Foundation Research

This resource provides data on salary levels and employee benefits for more than 50 executive-level and administrative positions in trade associations and individual membership organizations throughout the Washington, DC metropolitan area, this best-selling publication provides many tables of valuable benchmarking information.

Countless HR administrator rely on this resource to compare and contrast compensation, benefits, and perks of association executive positions from within the DC area to make sure they're creating the best salary and benefits for each position within their association.

2012, ISBN 978-0-88034-353-4  
160 pages, softcover  
Product # **CAT0513-213125**  
Member: **\$210.00** | Nonmember: \$325.00

## Compensation Table PDF Downloads

By ASAE Foundation Research

Is your association's compensation competitive? Are you paid what you're worth? Find out in seconds. Hundreds of professionals have downloaded our compensation data for specific association positions, from CEO to HR directors to membership managers. Get instant access to any of our 75 positions for salary information. Drill down and get the information you need for specific data sets.

Go to [asaecenter.org/bookstore](http://asaecenter.org/bookstore) and select "Salary Information," and download as many as you want in seconds!

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Member: **\$24.95-\$59.95 per position** | Nonmember: \$34.95-\$79.95 per position

## Association Compensation Interactive

interactive  
TOOL

Access reports tailored to your association's business operations needs! Drawing on the robust data from the *2012–2013 Association and Greater Washington Compensation and Benefits Studies*, this interactive tool allows you to generate customized reports on CEO and employee compensation benefits, as well as retirement plans.

Filter by the following multiple criteria simultaneously and export reports in a variety of formats—bar graphs, line charts:

- Budget Size
- Tax Status
- Organization Type
- Comparable Industry Peers
- And, more.

Plus, gain access to an electronic copy of the entire national and Greater Washington reports with your purchase!

2012, Interactive Tool  
Product # **CAT0513-213126**  
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## Assessment of the Chief Executive for Associations

By ASAE and BoardSource

interactive  
TOOL

Routine and systematic performance assessment is central to a CEO's job satisfaction, according to the 2012 BoardSource Nonprofit Governance Index.

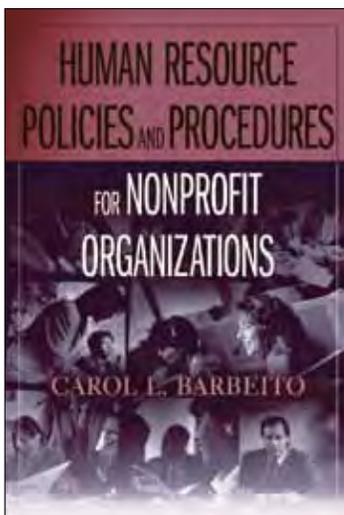
Effectively, professionally, and confidentially evaluate CEO performance with this interactive tool that ASAE has developed in partnership with BoardSource.

Explore how the *Assessment of the Chief Executive for Associations* can:

- Create a mechanism for chief executives and boards to agree on goals and priorities
- Self-select all parties whose evaluations should be captured
- Address new IRS Form 990 information requests that encourage assessment

Read more on page 16 for more information.

Visit [boardsource.org/asae](http://boardsource.org/asae) to order or view a demo. If you are an ASAE member, enter **ASAEofferA** to get the special rate.  
Member: **\$899.00** | Nonmember: \$1,199.00



## Human Resource Policies and Procedures for Nonprofit Organizations

By Carol L. Barbeito

Published by John Wiley & Sons

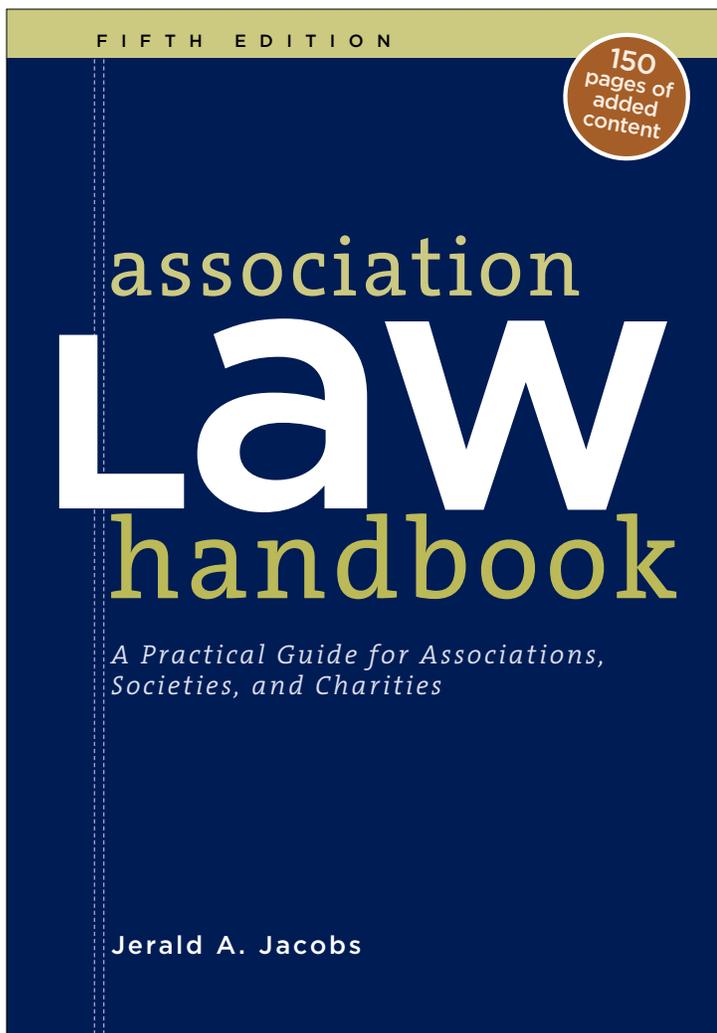
Update your human resource management system with this indispensable book that contains sample policies, procedures, and forms. With an abundance of checklists and coverage on topics from affirmative action to volunteer policies, implementing new policies and procedures will be a breeze.

2006, ISBN 978-0-4717-886-1-4  
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## Association Law Handbook, Fifth Edition

A Practical Guide for Association, Societies, and Charities

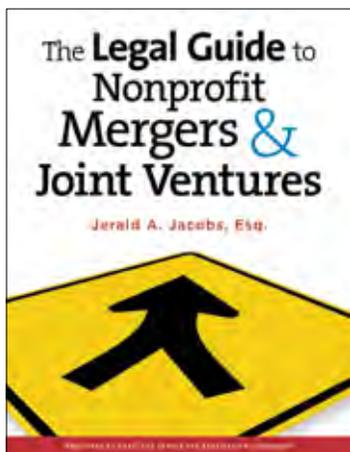
By Jerald A. Jacobs, Esq.

Written by a leading nonprofit law attorney, this mega-volume contains everything legal and executive management professionals need to know about association law and outlines it in simple terms, making it fully accessible. No complex legal jargon or phraseology to decipher. At the end of every chapter you'll even find a handy resource guide that shows you where to find additional books, articles, cases, laws, regulations, and more. Recently updated to reflect the latest developments in nonprofit law, you'll find chapter after chapter packed with information to keep you in full compliance:

- Nonprofit governance reform issues inspired by Sarbanes-Oxley
- IRS rules for corporate sponsorship payments
- Banned above-market payments to “insiders” of charitable organizations
- Antitrust protections for standards development organizations

32 of the most widely used legal forms and documents associations and nonprofits need most, including a chief executive employment agreement, author agreement, records retention policy, plus 22 more agreements and forms.

2012, ISBN 978-0-88034-349-7  
 744 pages, hardcover  
 Product: # **CAT0513-216493**  
**Member: \$150.00** | Nonmember: \$210.00



## The Legal Guide to Nonprofit Mergers & Joint Ventures

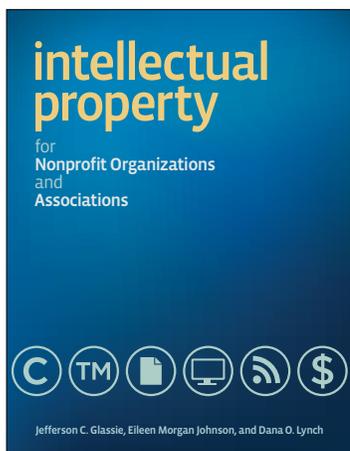
By Jerald A. Jacobs

Get simple, straightforward advice on how to approach combinations of nonprofits. Written by esteemed nonprofit expert Jerald Jacobs, whose firm has been involved in mergers of nonprofits in virtually every state, this book provides legal background on the topic and a list of things that should not be overlooked. Help focus and organize the work of individuals responsible for forming a combination of nonprofit organizations to support any advice given to you by experienced professionals. And, consult the appendix for a list of statutes most relevant to legal combinations of nonprofits in 12 key states where the majority of nonprofits are likely incorporated.

2011, ISBN 978-0-88034-337-4  
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## Intellectual Property for Nonprofit Organizations and Associations

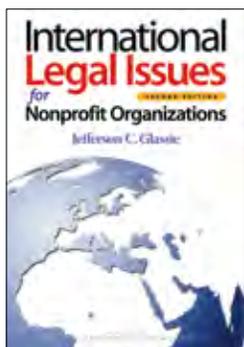
By Jefferson C. Glassie, Eileen Morgan Johnson, and Dana O. Lynch

Facebook, Twitter, and other online community tools raise a host of intellectual property concerns and questions. How does the United States Copyright Act apply to social media and what challenges exist with trademarks, cyber security, and privacy? This book answers those questions and demystifies the basic principles of intellectual property for any membership, communication or association professional.

Read more on page 8.

2012, ISBN 978-0-88034-358-9  
 136 pages, softcover  
 Product # **CAT0513-216446**  
**Member: \$49.95** | Nonmember: \$62.95

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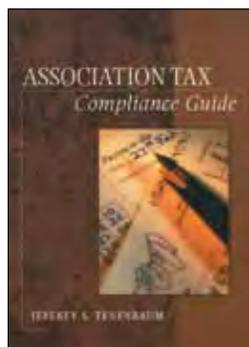


## International Legal Issues for Nonprofit Organizations, Second Edition

By Jefferson C. Glassie, Esq.  
 Technology, most notably the internet, has enabled an organization's products, programs, and services to be accessible world-wide. There are, however, many things to consider when your operations expand beyond U.S. borders. Cultivated from more than 25 years of law practice, author Glassie covers a wide variety of international legal issues including antitrust, tariffs, intellectual property, trade, and more.

Move forward internationally with confidence and without putting your organization at risk with this helpful resource.

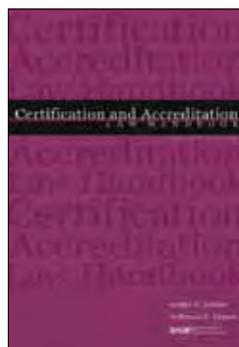
2010, ISBN 978-0-88034-329-9  
 232 pages, softcover  
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**Member: \$52.95**  
 Nonmember: \$68.95



## Association Tax Compliance Guide

By Jeffrey S. Tenenbaum, Esq.  
 Get the answers you need to avoid potential tax problems and take advantage of the untapped opportunities available to your association. Written for association executives and their advisers, this book will provide the non-tax professional with a good grasp of the unique and complex federal tax laws that can have a significant impact on the day-to-day activities of your association. The book also includes an invaluable appendix of model legal documents, including a royalty agreement for endorsements, corporate sponsorship agreement, various subsidiary and chapter affiliation agreements, consulting agreements, logo license agreements, and more.

2000, ISBN 978-0-88034-166-0  
 176 pages, softcover  
 Product # **CAT0513-216821**  
**Member: \$48.95**  
 Nonmember: \$65.95



## Certification and Accreditation Law Handbook, Second Edition

By Jerald A. Jacobs, Esq. and Jefferson C. Glassie, Esq.  
 A comprehensive and user-friendly review of legal principles and rules that apply to private, nonprofit voluntary organizations that issue credentials, operate certification or accreditation programs, or who are considering doing so. Contents include liability to third parties, confidentiality of records, use of credentialing marks, tax exemption, and the Americans with Disabilities Act. Appendices include sample documents and excerpts from the Federal Register.

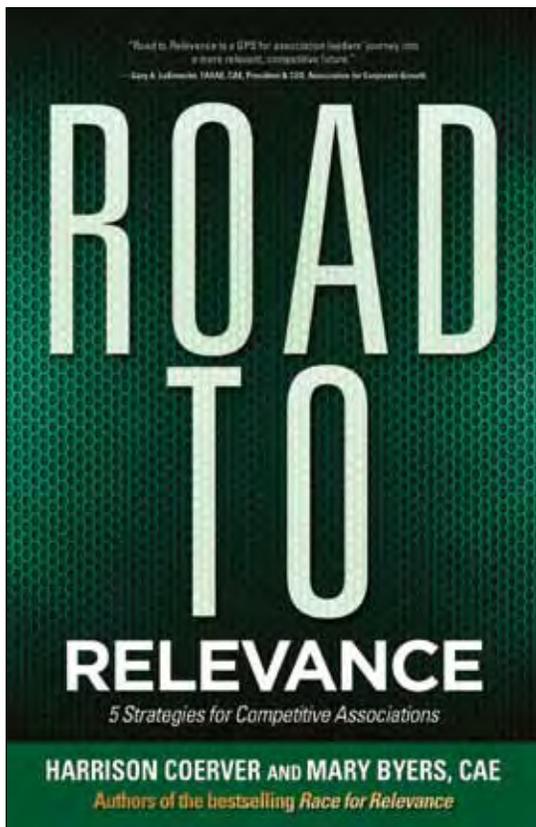
2004, ISBN 978-0-88034-280-3  
 247 pages, hardcover  
 Product: # **CAT0513-216351**  
**Member: \$100.00**  
 Nonmember: \$150.00



## Creating and Managing an Association Government Relations Program, Second Edition

By ASAE Government Relations Council, Amy Showalter, Executive Editor  
 Fundamental changes have taken place in the legislative and regulatory process, that have become increasingly complex and associations' roles in shaping policy has changed. Get up-to-speed on how these changes affect your government affairs and get clear insights into changes in association advocacy – from grassroots to state and federal levels.

2009, ISBN 978-0-88034-306-0  
 152 pages, softcover  
 Product # **CAT0513-216189**  
**Member: \$38.00**  
 Nonmember: \$47.50



## Road to Relevance

### 5 Strategies for Competitive Associations

By Harrison Coerver and Mary Byers, CAE

Picking up where *Race for Relevance* left off, authors Harrison Coerver and Mary Byers, CAE, provide real insight into how to adapt the strategies of *Road to Relevance* to your organization’s circumstances so that you can execute them. Framed by 5 key strategies, *Road to Relevance* will help give your association the competitive edge by showing you how to identify strengths and how to allocate your resources to strengthen your services. You’ll also learn the value of a coordinated product and service portfolio, and the effect that under-performing activities have on your organization – and most importantly, how to abandon them.

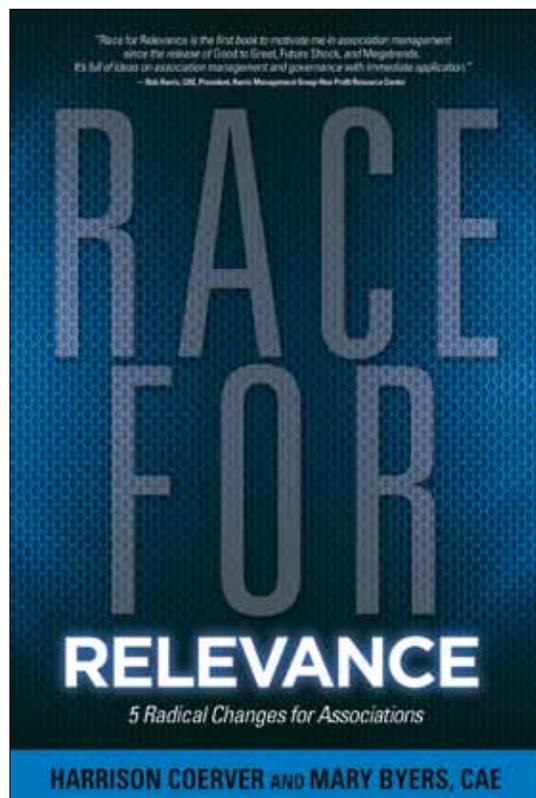
Association leaders must be disciplined strategists, focusing on the value they can deliver and structuring their organization accordingly to compete in the “new normal” of associations. *Road to Relevance* identifies five practical, realistic strategies for your organization:

- Build on strength
- Concentrate resources
- Integrate programs and service
- Align people and processes for efficiency
- Abandon services and activities when necessary

Read more on page 3.

2013, ISBN 978-0-88034-356-5  
Product # **CAT0513-216445**  
**Member: \$23.95** | Nonmember: \$29.95

 **E-book:**  
Kindle format available at amazon.com.



## Race for Relevance

### 5 Radical Changes for Associations

By Harrison Coerver and Mary Byers, CAE

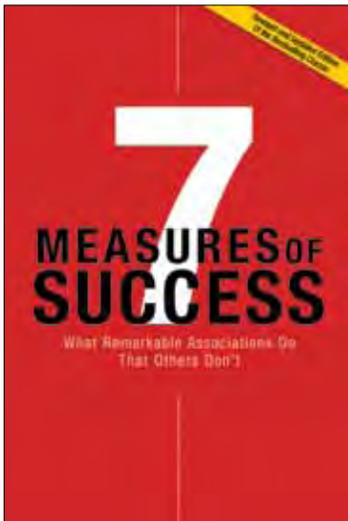
*Race for Relevance* looks at today’s associations and what they need to stay relevant in the future. Based on more than 40 years of combined experience, working with more than 1,000 organizations, the authors define dramatic changes associations need to embrace to have a prosperous future:

- Overhaul the governance model and committee operations
- Empower the CEO and leverage staff expertise
- Zero in on your member market
- Rationalize programs and services
- Get the supporting technology framework right

The book includes worksheets, checklists, and case studies of real organizations. Overcome the status quo and activate change.

2011, ISBN 978-0-88034-335-0  
268 pages, hardcover  
Product # **CAT0513-216438**  
**Member: \$22.95** | Nonmember: \$27.95

 **E-book:**  
Kindle format available at amazon.com.



## 7 Measures of Success, Revised and Updated Edition

What Remarkable Associations Do That Others Don't

By ASAE Foundation Research

The runaway bestseller *7 Measures of Success* is back, in a revised edition featuring updates throughout—and an all-new preface and additional chapter not found in the original publication. The original book's focus on the disciplines that define remarkable organizations is retained, but that work is supplemented in this updated edition with the context of economic and other challenges faced by associations in the intervening years since the original edition was published in 2006.

In the revised edition, you'll find insight into how remarkable organizations have both adapted and stayed true to their core. You'll learn how CEOs, association staff, and volunteer leaders have used the lessons from the original work as catalysts for positive change. The revised edition of *7 Measures of Success* is an eye-opening look into the qualities and disciplines that remarkable associations embody. You'll discover the subtle—and not so subtle—differences in culture, focus, impetus, and action that define remarkable associations and make them shine, even in the face of difficult challenges.

*7 Measures of Success* has become the yardstick by which associations should measure themselves, containing all of the research and in-depth insights and guidance you need to put your association on the path to greater success. Turn your organization from ordinary to extraordinary and discover how to:

- Inspire a customer service-oriented culture
- Align products and services to increase their longevity
- Process feedback from members, volunteers, and the community at large effectively
- Take actions that position your organization to adapt quickly
- Build meaningful alliances and partnerships

Without question, this is a must-read book for all levels of association professionals!

2011, ISBN 978-0-88034-341-1  
160 pages, hardcover  
Product # **CAT0513-218120**  
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## 7 Measures of Success, Implementation Guide & Assessment Tool

By ASAE Foundation Research

Six years ago, *7 Measures of Success* became a bestselling breakthrough, revealing what makes associations truly outstanding. Now comes the *7 Measures of Success Implementation Guide & Assessment Tool*—an indispensable companion to the landmark book. This *7 Measures of Success* product comes complete with a built-in assessment tool you can use to candidly answer questions and analyze data about your organization's readiness to embrace the seven measures and measure your progress against them. This analysis will enable you to:

- Chart your own path to remarkable
- Gauge your association's progress
- Conduct status checks
- Create your path to success

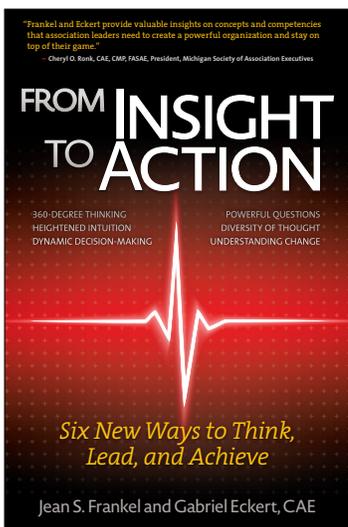
2008, ISBN 978-088034-289-6  
60 pages and CD-ROM  
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### 7 MEASURES POWER PACKAGE — SAVE 10%



Start on your path to success today! Use *7 Measures of Success* to uncover best-kept secrets of remarkable associations. Next, open the *7 Measures of Success Implementation Guide & Assessment Tool* and find the framework you need to create a plan customized to your association. Use it to gather data, identify the measures you want to focus on, and create your plan with the accompanying CD-ROM. An excellent money-saving deal!

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## From Insight to Action

### Six New Ways to Think, Lead, and Achieve

By Jean S. Frankel and Gabriel Eckert, CAE

Be a more effective leader by embracing six emerging competencies, eight essential organizational foundations and one unifying strategy. *From Insight to Action* offers insights to help you lead and sustain an organizational culture that embraces the opportunities a dynamic environment presents.

Six cornerstone competencies:

- 360-degree thinking—interconnected insights and ideas
- A sense of internal intuition, blending knowledge with perception to make better decisions

- Dynamic decision making
- Recognizing patterns and meaning behind data
- Understand people's ability to embrace change
- Diversity of thought

Read more on page 5.

2012, ISBN 978-0-88034-359-6  
208 pages, hardcover  
Product # **CAT0513-216447**  
Member: **\$26.95** | Nonmember: \$34.95

**E-book:**  
Kindle format available at amazon.com.



## Return on Impact

### Leadership Strategies in the Age of Social Media

By David Nour

The ASAE Foundation has teamed up with business-relationship expert, David Nour, to find out which leadership strategies will allow your organization to create and support differentiating value and nurture ongoing member relationships.

Nour charts the implications of a socially enabled world and the reinvention steps an organization must take to fuel growth. This isn't just another tactical book on social media; it's a strategy resource to show you how you'll set yourself apart from competitors by showing you:

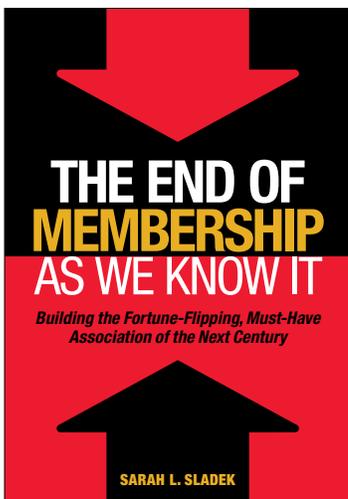
- How to integrate social strategies into strategic plans
- What digital expertise is needed to meet long-term goals
- Why a social-forward presentation will attract talent
- Why real-time listening will be a primary means of taking the membership pulse

- How membership organizations will need to evolve their models to benefit broader communities
- How revenue models will need to be reshaped to work in a social construct and more!

2011, ISBN 978-0-88034-336-7  
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## The End of Membership As We Know It

### Building the Fortune-Flipping, Must-Have Association of the Next Century

By Sarah L. Sladek

Participation in associations is evolving and it's hard to keep a member's attention with so many options to choose from. Learn how the rules for membership organizations are changing and what is now needed to survive. This book summarizes the key elements of change that confronts an organizational future with members and how to move your membership model forward.

Gain insight on:

- Why niche is the new competitive advantage
- What emerging members value and want

- How to focus on member ROI
- How to craft and deliver compelling benefits

Read more on page 32.

2011, ISBN 978-0-88034-343-5  
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Member: **\$20.95** | Nonmember: \$25.95

**E-book:**  
Kindle format available at amazon.com.

The everything-you-need-to-know guide to every aspect of association management

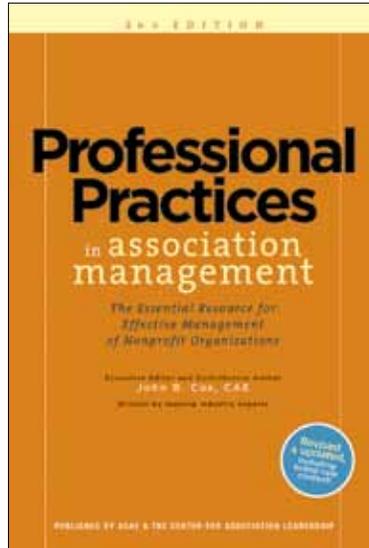
# Professional Practices in Association Management, Second Edition

The Essential Resource for Effective Management of Nonprofit Organizations

Edited by John B. Cox, CAE

*Professional Practices in Association Management* is the ultimate resource for authoritative guidance covering the strategic and day-to-day responsibilities of association management professionals. This is an indispensable resource for association executives, consultants, volunteer leaders, and other association professionals. No wonder it consistently tops the list of must-have books. What's more, scores of professionals find it an excellent tool for preparing for the Certified Association Executive (CAE) certification. Inside you'll find timely discussions, including:

- Fundamentals of knowledge management
- Diversity as an organizational imperative

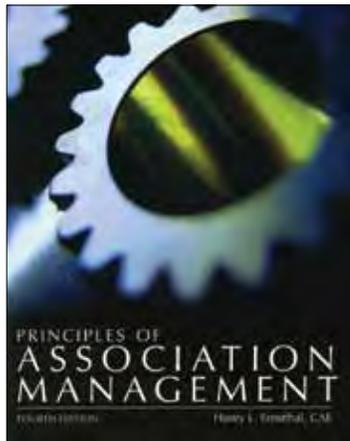


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Every chapter contains thought-provoking questions to stimulate ideas—and action!

2007, ISBN 978-0-88034-285-8  
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 **E-book:** Individual chapters are available in PDF format at [asaecenter.org/bookstore](http://asaecenter.org/bookstore).



## Principles of Association Management, 4th Edition

By Henry L. Ernstthal, CAE

Henry L. Ernstthal's done it all, seen it all, and now he's sharing it all through his unique insider views on the art and science of managing an association. Includes authoritative insights on forecasting trends. You'll find every aspect of association management impeccably covered. No wonder this has become a top-seller! Gain an "a-to-z" perspective as never-before-seen on:

- Association management
- Education
- Finance

- Government relations
- Governance structures
- Marketing
- Publishing
- Strategic planning
- Volunteer management

2001, ISBN 978-0-88034-175-0  
131 pages, softcover  
Product # **CAT0513-216482**  
Member: **\$44.95** | Nonmember: \$56.95



## The Power of Partnership

Principles and Practices for Creating Strategic Relationships Among Nonprofit Groups, For-Profit Organizations, and Government Entities

By Plexus Consulting Group, LLC

Partnerships enable organizations to achieve goals they could not otherwise reach on their own. They give the ability to be flexible and adapt to fit both organizations' needs without having to borrow, seek grants or merge. Make your partnerships thrive using tools from this "how-to" guide.

Four stages for partnering well:

- Readiness – Preparing your organization to partner

- Identification – Finding the right partner, at the right time
- Formation – Formalizing the partnership
- Maintenance – Managing the relationship

2008, ISBN 978-0-88034-294-0  
114 pages, softcover  
Product # **CAT0513-218116**  
Member: **\$29.95** | Nonmember: \$39.95

# 199 Ideas

## Powerful Marketing Tactics That Sell

By Sheri Jacobs, CAE

If you are looking for powerful new ideas and market-tested tactics to attract and retain members, meeting registrants, sponsors or customers, this book is for you. You'll get sensible and savvy tips that you can execute in your own association print and mobile media. And with the emergence of social media and technology, you'll need to find the best way for your association to cut through the clutter of daily communication with strategic messaging. Learn how to:

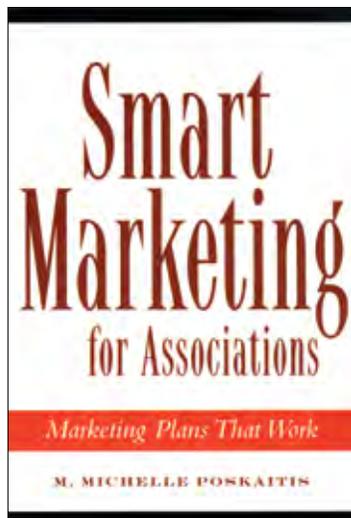
- Determine your competitive advantage or unique selling point
- Write a subject line that will improve your open rate



- Use emotion and logic to sell the intangible
- Price your programs, products, and services to increase sales
- Build a fan base using both online and offline tools
- Select the best mix of marketing tactics

2009, ISBN 978-0-88034-319-0  
64 pages, softcover  
Product # **CAT0513-217502**  
**Member: \$22.95** | Nonmember: \$29.95

 **E-book:**  
Kindle format available at [amazon.com](http://amazon.com).



## Smart Marketing for Associations

By M. Michelle Poskaitis

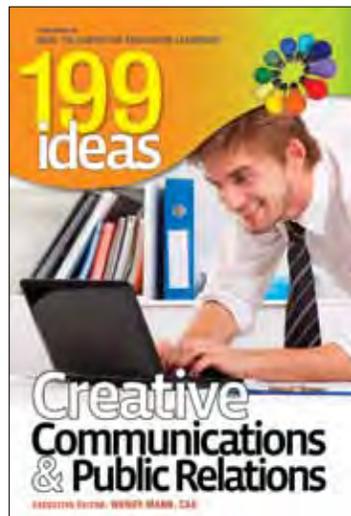
Successful strategic marketing plans are necessary to get your products and services to the right audience in a thoughtful and strategic way. Marketing is more than getting your creative pieces to your customers; it's looking back to look forward, in order to find out what has worked and what the best platforms are to get your message across. Get this step-by-step guide to learn the techniques and formulas you need to:

- Target your marketing with pinpoint accuracy
- Develop on-target projections and forecasts
- Properly position products and services

- Implement profitable strategies
- Accurately track results

Filled with useful examples, handy tools, and more than 25 quick-reference templates and charts, you will save time and accelerate your learning curve.

2002, ISBN 978-0-88034-187-5  
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**Member: \$33.95** | Nonmember: \$41.95



## 199 Ideas

### Creative Communications and Public Relations

Edited by Wendy Mann, CAE

Communication runs through every aspect of every professional's work, and so does the need to make those efforts creative and solid. Communication experts in the association community shared their collective wisdom and experience to create this handbook of action-ready tips. Bolster communication activities by creating media-worthy news, aligning metrics with goals, testing publication ideas, transforming your media kit, creating a mobile strategy, and transparently

communicating governance activity. Speak with authority, write subject lines that boost email open rates, integrate messaging across platforms, and use social media to build awareness and community.

2012, ISBN 978-0-88034-355-8  
76 pages, softcover  
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 **E-book:**  
Kindle format available at [amazon.com](http://amazon.com).



## Social Networking for Nonprofits

### Increasing Engagement in a Mobile and Web 2.0 World

By *Andy Steggles*

Facebook. Linked-In. Blogs. Twitter. Sharpen your effectiveness with these and other elements of the social web and find ways to use them to foster connection and meaning in your niche with this book, which includes:

- Social platform characteristics
- Evolving educational applications
- Legal implications, liabilities, and risks
- Goals for engagement—and measuring return
- Planning for social initiatives
- Non-dues revenue opportunities

The principles of engagement and enhancing member or constituent loyalty formed a large part of the impetus that author and nonprofit social-web pioneer Andy Steggles felt for writing

this book (for which, in true social spirit, he received a little help from his friends in the form of contributed chapters.) In *Social Networking for Nonprofits*, Steggles and company go well beyond answering the “what is it” question (though they do that, as well) to provide real guidance and examples of ways that nonprofit organizations can relate to and leverage the social web. Ever informative and ever practical, *Social Networking for Nonprofits* is for anyone interested in making the most of social networking, social media, and web 2.0—the social web of engagement.

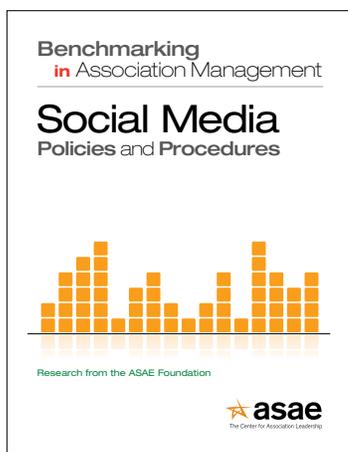
2010, ISBN 978-0-88034-317-6

264 pages, softcover

Product # **CAT0513-216434**

**Member: \$29.95** | Nonmember: \$38.95

**E-book:**  
Kindle format available at [amazon.com](http://amazon.com).



## Benchmarking in Association Management

### Social Media Policies and Procedures

By *ASAE Research*

Are you considering implementing a social media program in your organization? Wonder what others are doing in this area? Interested in which metrics others use to track and measure success? The data in this resource, collected from responses to our Benchmarking in Association Management surveys, gives you a firsthand look at what others are doing in this blossoming area of networking and community building. Use this benchmarking tool to compare against other organizations similar in size or type in the areas of:

- Budgeting
- Staffing
- Marketing
- Meetings and more

2011, ISBN 978-0-88034-339-8

Softcover, 32 pages

Product # **CAT0513-213620**

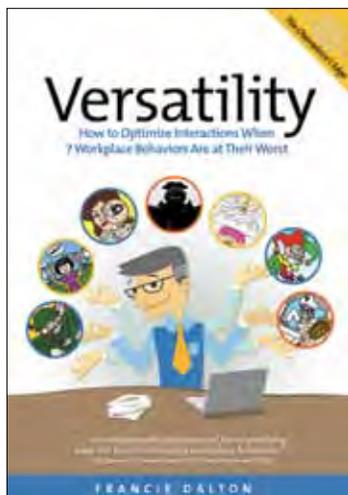
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2011, ISBN 978-0-88034-507-1

Product # **CAT0513-213601**

**Member: \$34.95** | Nonmember: \$44.95



## Versatility

### How to Optimize Interactions When 7 Workplace Behaviors Are at Their Worst

By *Francie Dalton*

Difficult. Confrontational. Type A's. Snitches. Brown nosers. In the business world we see all types of personalities show through, but the most difficult can make communication a challenge.

That's what will make *Versatility* one of your most prized possessions. Take an eye-opening look at seven different workplace personas—the very ones that cause you undue stress and frustration—and learn how to handle them even at their worst.

Plus, discover:

- Practical advice on how to work with these high-maintenance personalities to get the job done
- Proven ways to spot difficult personalities
- Secrets to “getting what you want” from anyone

Everyone in the office can benefit from this insightful book.

2008, ISBN 978-0-88034-300-8

160 pages, hardcover

Product # **CAT0513-216580**

**Member: \$25.95** | Nonmember: \$32.95

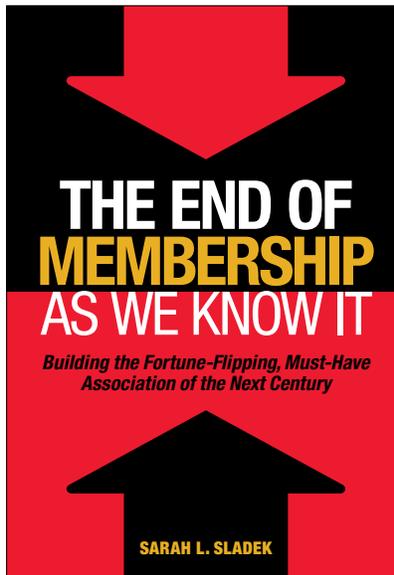
# The End of Membership as We Know It

Building the Fortune-Flipping, Must-Have Association of the Next Century

By Sarah L. Sladek

People and companies used to join associations in droves. They paid dues year after year, remaining largely satisfied with a relatively unchanging menu of membership benefits. Most membership organizations faced little or no competition. Now, 78 million baby boomers are starting to retire. Every eight seconds someone turns 65, fueling dramatic social change and generational shifts in the workforce. Participation in associations is evolving and it is harder and harder to keep a member's attention with so many options to choose from.

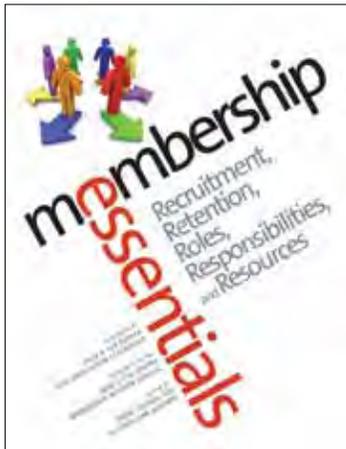
Learn how the rules for membership organizations are changing and what is needed for associations and NGOs to survive—and thrive. *The End of Membership as We Know It* can help you find your organization's niche. This book summarizes the key elements of change that confront any leader contemplating an organizational future with members and provides plenty of examples for moving your membership model forward. Gain insight on:



- Why niche is the new competitive advantage
- Why organizational culture has an enormous impact on recruitment and retention
- What emerging member-prospects value and want
- How focusing on the return on investment per member, rather than by program, is more effective
- How to relate membership dues to value in a new context
- How to craft and deliver compelling benefits rather than features

2011, ISBN 978-0-88034-343-5  
136 pages, hardcover  
Product # **CAT0513-216442**  
Member: **\$20.95** | Nonmember: \$25.95

 **E-book:**  
Kindle format available at amazon.com.



## Membership Essentials

Recruitment, Retention, Roles, Responsibilities, and Resources

Edited by Sheri Jacobs, CAE and Carylann Assante, CAE

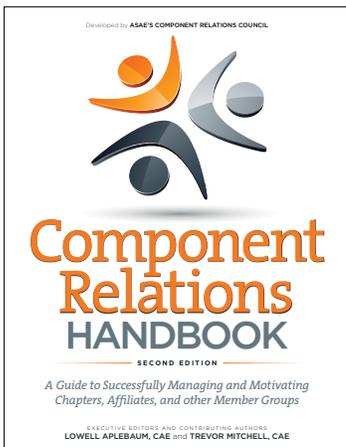
Take advantage of the expertise of those who know membership best. Get the inside track on every aspect of this vital function and learn how membership professionals and experts affiliated with the ASAE Membership Section Council tackle membership challenges:

- Access practical insights into effective budgeting communication, recruitment, retention, and research
- Analyze the key role membership databases and websites play in membership development

- Learn how to generate the best return on investment by tracking your retention rate, analyzing results, and adapting your marketing efforts

There's guidance on developing marketing materials, how to unify your marketing message, and more!

2008, ISBN 978-0-88034-293-3  
240 pages, softcover  
Product # **CAT0513-216892**  
Member: **\$49.95** | Nonmember: \$64.95



## Component Relations Handbook, Second Edition

A Guide to Successfully Managing and Motivating Chapters, Affiliates, and Other Member Groups

By Lowell Aplebaum, CAE and Trevor Mitchell, CAE

The second edition of ASAE's *Component Relations Handbook* is a compendium of the latest information that component relations, membership, and other professionals need to maximize partnerships between components and their national organizations.

Component relations professionals share their lessons on areas such as: the evolution from chapter to component relations, communications, legal issues, affiliation agreements, strategic unification and more!

This book is a wealth of best practices and procedures that can be tailored to the needs of each type of component and can help create a strategic plan that will strengthen relationships!

2012, ISBN 978-0-88034-357-2  
168 pages, softcover  
Product # **CAT0513-217174**  
Member: **\$42.95** | Nonmember: \$54.95



## 199 Ideas

### Membership Recruitment and Retention

By ASAE Membership Section Council

With our *199 Ideas: Membership Recruitment and Retention* you'll take your recruitment and retention efforts to new levels. Here's an advance look at how you can use it to boost your efforts:

- Show up the competition—tap into the grapevine for great ideas
- Put this top marketing tool to work to get the most bang for your buck
- Tap into the most often overlooked group of potential members—they're right in front of you
- Learn 7 ways to segment your lists to better target your markets

- Use the “magic” words to boost direct mail responses
- Drive more traffic to your website with this little-known secret and much more

Smart, savvy recruitment and retention ideas that really work!

2009, ISBN 978-0-88034-313-8  
88 pages, softcover  
Product # **CAT0513-217500**  
**Member: \$22.95** | Nonmember: \$29.95

 **E-book:**  
Kindle format available at [amazon.com](http://amazon.com).



## 199 Ideas

### Member Service and Engagement

By ASAE Membership Section Council

*The Decision to Join* confirmed that individuals' perception of the value they receive and the likelihood that they will promote the organization to others increases in direct correlation to his or her level of involvement. Do the simple math, member + engagement = satisfied member, and it's easy to see how important engagement can be to your retention numbers.

Simple math, but engaging members is a little more complex and challenging in today's fast-paced world with so much competing for their time and attention.

*199 Ideas: Member Service and Engagement* will make that task less daunting by providing ideas that range from welcoming new members to excellence in everyday interactions.

2010, ISBN 978-0-88034-327-5  
64 pages, softcover  
Product # **CAT0513-217503**  
**Member: \$22.95** | Nonmember: \$29.95

 **E-book:**  
Kindle format available at [amazon.com](http://amazon.com).



## Maximum Engagement

### Moving Members, Donors, and Customers to Ever-Increasing Levels of Participation

By C. David Gammel, CAE

You want people to be involved in your organization, right? You want the engaged to stay engaged, right? Here's a practical book from David Gammel, CAE, author of another ASAE title, *Online and On Mission: Practical Web Strategy for Breakthrough Results*. In this one, he takes up the concept of building sustained relationships with a lot of people to achieve your organization's mission.

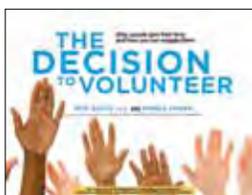
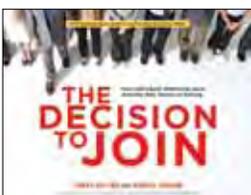
The book covers:

- Strategic intent
- Using data to drive early engagement
- Fostering relationships to improve later engagement
- Using personal contact to provide the impetus for growth

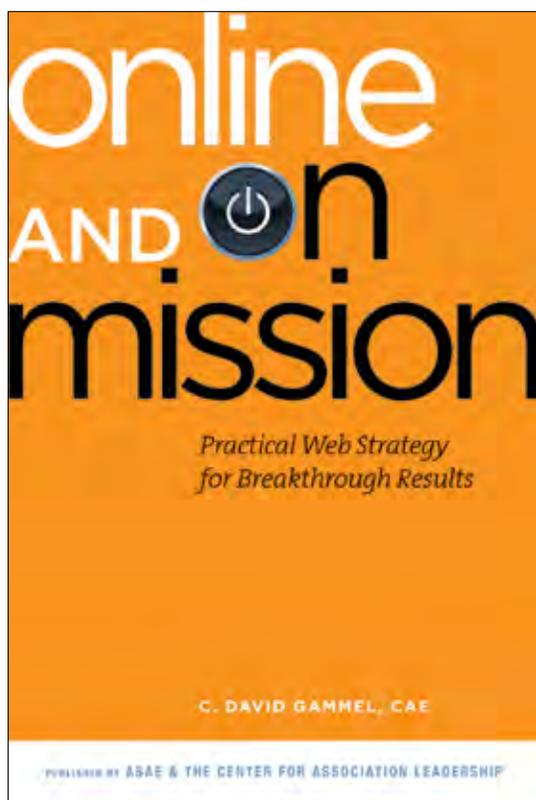
- Leading with free, then realizing ROI
- Freeing up resources that allow staff and volunteers to focus on doing better things that contribute to engagement

This book also includes the “Big List of Engagement Ideas.” Engagement is what we all do—you can't be without a book designed to help you do better than what we're all about!

2011, ISBN 978-0-88034-334-3  
112 pages, softcover  
Product # **CAT1013-216436**  
**Member: \$23.95** | Nonmember: \$31.95



*The Decision to Join* and *The Decision to Volunteer* are key insights you need to know as a membership professional. We've dug deep to find out the core reasons why people join and stay with an organization, and what will get them to commit their most valuable resources – their time. Read more on page 10 about all our Decision Series publications.



## Online and On Mission

### Practical Web Strategy for Breakthrough Results

By C. David Gammel

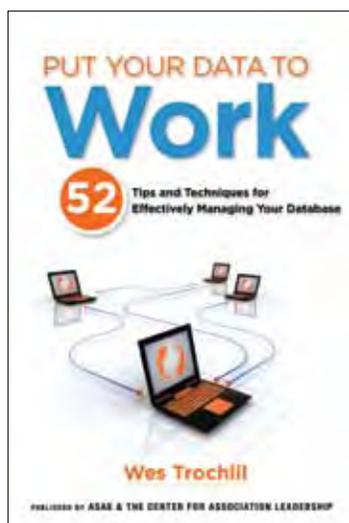
With the help of this new guide, say goodbye to a website that tries to do too many things only to end up with lackluster results. Get insight into revenue, market need, and marketing strategies that can quickly transform your site into one of the most powerful marketing and communication tools ever! Quick highlights include:

- Seven drivers that should steer the development and execution of your website
- Results-driven revenue, marketing, and branding strategies that really work
- How to formulate and implement your web strategy

Transform your website into a mission-centric reflection of the value of your organization.

2009, ISBN 978-0-88034-311-4  
134 pages, softcover  
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**E-book:**  
PDF format available at [asaecenter.org/bookstore](http://asaecenter.org/bookstore).  
2009, ISBN 978-0-88034-315-2  
Product # **CAT0513-216429**  
**Member: \$26.95** | Nonmember: \$35.35



## Put Your Data to Work

### 52 Tips and Techniques for Effectively Managing Your Database

By Wes Trochllil

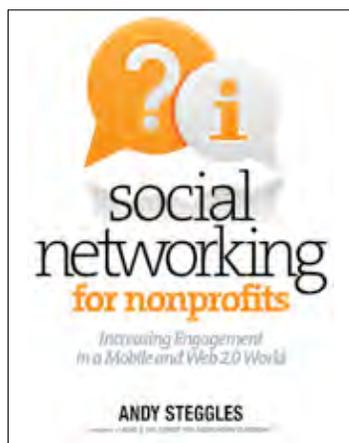
Dependable data are priceless. A well-managed and properly maintained database combined with a comprehensive understanding of how it works will give your organization its money's worth. In this book, database whiz Wes Trochllil shares his 52 top tips and techniques including:

- Banish database redundancy and its destructive repercussions
- Seek out and destroy shadow databases that can have disastrous effects

- Query your database and use the findings to refine your strategy

2009, ISBN 978-0-88034-307-7  
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**Member: \$17.95** | Nonmember: \$23.95

**E-book:**  
PDF format available at [asaecenter.org/bookstore](http://asaecenter.org/bookstore).  
2009, ISBN 0-88034-307-9  
Product # **CAT0513-216738**  
**Member: \$14.95** | Nonmember: \$18.95



## Social Networking for Nonprofits

### Increasing Engagement in a Mobile and Web 2.0 World

By Andy Steggles

Facebook. Linked-In. Blogs. Twitter. Sharpen your effectiveness with these and other elements of the social web and find ways to use them to foster connection and meaning in your niche with this book which includes:

- Social platform characteristics
- Evolving educational applications
- Legal implications, liabilities, and risks
- Goals for engagement—and measuring return

- Planning for social initiatives
- Non-dues revenue opportunities

Read more on page 31.

2010, ISBN 978-0-88034-317-6  
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- 7 Measures of Success Implementation Guide & Assessment Tool, 26
- 7 Measures of Success, Revised and Updated: What Remarkable Associations Do That Others Don't, 26
- 7 Measures of Success, Revised and Updated: What Remarkable Associations Do That Others Don't, 17
- 7 Measures Power Package, 26
- A Practical Guide to Globalization for Associations: The Everyday Guide to Capturing, Analyzing, and Interpreting Strategic Information, 5

**10 Lessons**

- 10 Lessons for Cultivating Member Commitment: Critical Strategies for Fostering Value, Involvement, and Belonging, 8

**199 Ideas Series**

- 199 Ideas: Build a Better Board, 15
- 199 Ideas: Build a Better Board, 17
- 199 Ideas: Building Meeting Attendance & Revenue, 18
- 199 Ideas: Building Meeting Attendance & Revenue, 17
- 199 Ideas: Creative Communications and Public Relations, 30
- 199 Ideas: Creative Communications and Public Relations, 17
- 199 Ideas: Enhancing Learning Experiences, 18
- 199 Ideas: Enhancing Learning Experiences, 17
- 199 Ideas: Member Service and Engagement, 33
- 199 Ideas: Member Service and Engagement, 17
- 199 Ideas: Membership, Recruitment, and Retention, 33
- 199 Ideas: Membership, Recruitment, and Retention, 17
- 199 Ideas: Powerful Marketing Tactics that Sell, 30
- 199 Ideas: Powerful Marketing Tactics that Sell, 17
- 199 Ideas: Raising Revenue, 21
- 199 Ideas: Raising Revenue, 17

**2013 Associations Now**

- 2013 Associations Now Volunteer Leadership Issue Magazine, 14

**A**

- ASAE Association Compensation & Benefits Study, 2012-2013 Edition, 11, 22
- Association Compensation Interactive, 12, 23
- Association Inclusion Index, 7
- Association Law Handbook, 5th Edition, 24
- Association Tax Compliance Guide, 20, 25

**B**

- Benchmarking in Association Management: Communications, PR, and Government Affairs Policies and Procedures, 12
- Benchmarking in Association Management: Communications, PR, and Government Affairs Policies and Procedures, 12
- Benchmarking in Association Management: Conventions and Meetings, Education and Professional Development Policies and Procedures, 12
- Benchmarking in Association Management: Conventions and Meetings, Education and Professional Development Policies and Procedures, 12

**Benchmarking in Association**

- Management: Conventions and Meetings, Education and Professional Development Policies and Procedures, 19
- Benchmarking in Association Management: Conventions and Meetings, Education and Professional Development Policies and Procedures, 19
- Benchmarking in Association Management: Social Media Policies and Procedures, 31
- Benchmarking in Association Management: Social Media Policies and Procedures, 31
- Benchmarking in Association Management: Financial Operations Policies and Procedures, 12
- Benchmarking in Association Management: Financial Operations Policies and Procedures, 12
- Benchmarking in Association Management: Governance Policies and Procedures, 12
- Benchmarking in Association Management: Governance Policies and Procedures, 12
- Benchmarking in Association Management: Governance Policies and Procedures, 16
- Benchmarking in Association Management: Human Resources, Legal, and Office Management Policies and Procedures, 12
- Benchmarking in Association Management: Human Resources, Legal, and Office Management Policies and Procedures, 12
- Benchmarking in Association Management: Membership and Components Policies and Procedures, 12
- Benchmarking in Association Management: Membership and Components Policies and Procedures, 12
- Benchmarking in Association Management: Research and Publications Policies and Procedures, 12
- Benchmarking in Association Management: Research and Publications Policies and Procedures, 12
- Benchmarking in Association Management: Social Media Policies and Procedures, 12
- Benchmarking in Association Management: Social Media Policies and Procedures, 12
- Benchmarking in Association Management: Technology Policies and Procedures, 12
- Benchmarking in Association Management: Technology Policies and Procedures, 12

**C**

- CAE Study Guide, 2012-2013 Edition, 6
- CEO Self-Assessment for Associations, 16, 23
- Certification and Accreditation Law Handbook, 24
- Certification Simplified: A Primer for Staff and Volunteer Leaders, 19
- Chaos for Breakfast: Practical Advice and Humor for Nonprofits, 17
- Compensation Table PDF Downloads, 12, 17, 22
- Component Relations Handbook, 2nd Edition: A Guide to Successfully Managing and Motivating Chapters, Affiliates, and other Member Groups, 8

**Core Competencies in Association**

- Professional Development, 2nd Edition: The Essential Resource for Designing, Implementing, and Managing Effective Learning Programs, 19

**E**

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- Environmental Scanning for Associations: The Everyday Guide to Capturing, Analyzing, and Interpreting Strategic Information, 6

**F**

- Financial Management Handbook for Associations and Nonprofits, 2nd Edition, 20
- From Insight to Action: Six New Ways to Think, Lead, and Achieve, 5, 28
- From Insight to Action: Six New Ways to Think, Lead, and Achieve, 5, 17
- Fundraising Without Fear: A Board Member's Guide to Raising Money, 4, 16

**G**

- Governing for Growth Facilitator's Guide, 13
- Governing for Growth: Using 7 Measures of Success to Strengthen Board Dialogue and Decision Making, 13
- Greater Washington Area Compensation & Benefits Study, 2012-2013 Edition, 11, 22
- Guide to the Newest IRS Form 990: Interpreting and Complying with the New Tax Reporting Requirements for Transparency and Accountability, 20

**H**

- How to Read Nonprofit Financial Statements, 2nd Edition, 20
- Human Resource Policies and Procedures for Nonprofit Organizations, 23

**I**

- Intellectual Property for Nonprofit Organizations and Associations, 8, 25
- Intellectual Property for Nonprofit Organizations and Associations, 8, 25

- International Legal Issues for Nonprofit Organizations, second edition, 25

**M**

- Maximum Engagement: Moving Members, Donors, and Customers to Ever-Increasing Levels of Participation, 33
- Membership Essentials: Recruitment, Retention, Responsibilities, and Resources, 32

**O**

- Online and On Mission: Practical Web Strategy for Breakthrough Results, 34
- Online and On Mission: Practical Web Strategy for Breakthrough Results, 34
- Operating Ratio Reporting, 14th Edition, 9, 21
- Operating Ratio Report, 14th Edition PDF Tables, 9, 17, 21

**P**

- Practical Guide to Globalization for Associations, A, 5
- Practical Guide to Globalization for Associations, A, 5
- Principles of Association Management, 4th Edition, 29
- Professional Practices in Association Management, 2nd Edition: The Essential Resource for Effective Management of Nonprofit Organizations, 29

- Put Your Data to Work: 52 Tips and Techniques for Effectively Managing Your Database, 34
- Put Your Data to Work: 52 Tips and Techniques for Effectively Managing Your Database, 34

**R**

- Race for Relevance: 5 Radical Changes for Associations, 26
- Race for Relevance: 5 Radical Changes for Associations, 17, 26
- Resource Kits, 17
- Return on Impact: Leadership Strategies in the Age of Social Media, 28
- Return on Impact: Leadership Strategies in the Age of Social Media, 17, 29
- Road to Relevance: 5 Strategies for Competitive Association, 3, 27

**S**

- Scan-to-Plan Interactive, 9
- Smart Marketing for Associations, 30
- Social Networking for Nonprofits: Increasing Engagement in a Mobile and Web 2.0 World, 34
- Social Networking for Nonprofits: Increasing Engagement in a Mobile and Web 2.0 World, 17, 31, 34
- Supporting the Decision to Join: What Association Boards Should Know and Do About Membership and Affiliation, 15

**T**

- The Benchmarking in Association Management Series, 12, 16
- The Board Self-Assessment for Associations, 16
- The Business of Certification: A Comprehensive Guide to Developing a Successful Program, 18
- The Busy Board Series, 16
- The Decision to Give: What Motivates Individuals to Support Professional Associations, 10
- The Decision to Join: How Individuals Determine Value and Why They Choose to Belong, 10, 33
- The Decision to Learn: Why People Seek Continuing Education and How Membership Organizations Can Meet Learners' Needs, 10, 18
- The Decision to Volunteer: Why People Give Their Time and How You Can Engage Them, 10, 33
- The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century, 28, 32
- The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century, 17, 28, 32
- The Governing Board: Key Responsibilities for Association Boards and Board Members, 4, 16
- The Legal Guide to Mergers & Joint Ventures, 25
- The Power of Partnership: Principles and Practices for Creating Strategic Relationships Among Nonprofit Groups, For-Profit Organizations, and Government Entities, 29
- The Will to Govern Well: Knowledge, Trust & Nimbleness, Second Edition, 15

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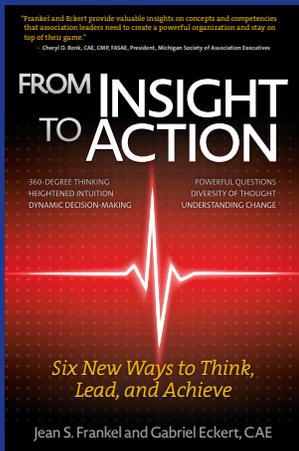


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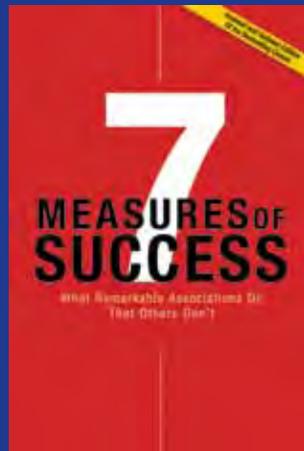
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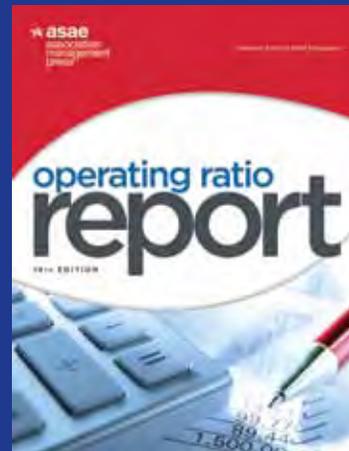
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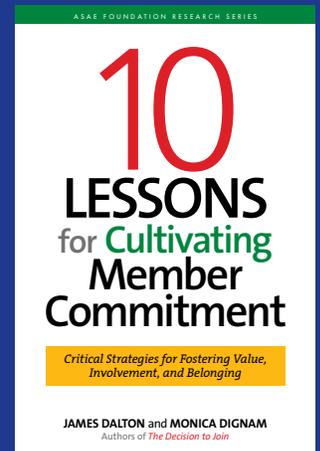
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